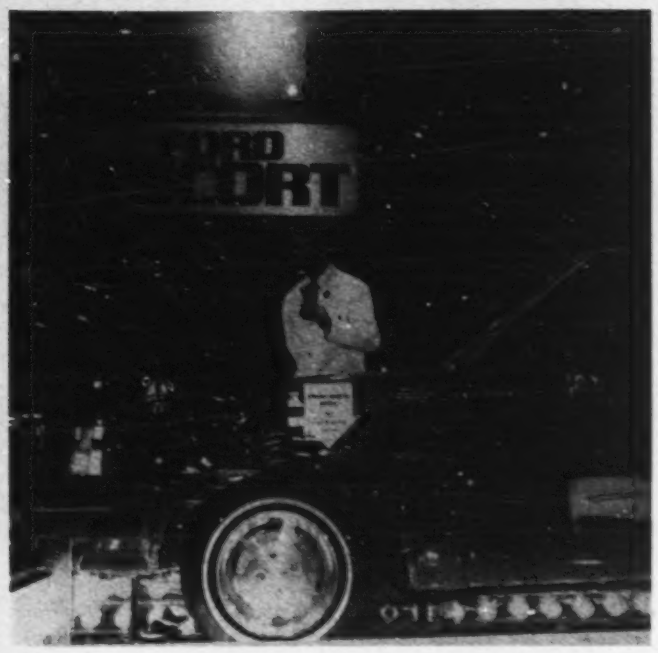

Inside the world car

Visitors to the World's Fair in Knoxville, Tenn., will get an inside view of technology incorporated in the Ford Escort four-door hatchback with this cutaway version of the world car. The World's Fair will run May 1-Oct. 31.

Cars and trucks of the future to be highlighted

Ford plans World's Fair display

DETROIT. — Cars and trucks of the future as well as current models will be featured attractions in Ford Division's exhibit at the 1982 World's Fair in Knoxville, Tenn., May 1-October 31.

Ford has been designated the official car of the 184-day international exposition located on a 70-acre site in the center of Knoxville — gateway to the Great Smokey Mountains.

It is the first World's Fair in the U. S. since 1974, and the first sanctioned by the Bureau of International Expositions in this decade for the U. S.

"Energy Turns the World" is the theme of the Fair and the Ford Division exhibit in the Technology and Lifestyle Center. The Ford display covers 2,600 square feet and will be open from 10 a.m. to 10 p.m. every day.

Displayed are the 1982 Escort four-door hatchback; the Ranger compact pickup truck; the new propane-powered Granada, and the Alternative Fuel Vehicle — a Ford concept car of the future capable of operating on natural gas or methane.

Also on display in the Ford Division exhibit is a one-third scale model of the INTELSAT V Communications Satellite — the largest communications satellite in existence — produced by Ford Aerospace & Communications Corp.

The vehicles in the exhibit are the "first signs of a new era for Ford and the domestic auto industry," said Louis E. Lataif, Ford Division general manager.

"They are prime examples of the high technology, quality, excitement and value for the money inherent in all Ford Division products, signifying a bright future for Ford as we move through the 1980s."

• The Alternative Fuel Vehicle (AFV) will lead a caravan of Ford vehicles making a seven-day, 1,500-mile journey from Dearborn to Knoxville. The caravan will leave Dearborn April 19.

The AFV runs on natural gas and, Ford says, it can be refueled at home with a special compressor unit.

Other vehicles in the caravan are a Ford Escort that runs on methanol (wood alcohol), a Mercury LN7 fuel by ethanol (grain alcohol) and a 1982 Ford Granada powered by propane (liquid petroleum gas).

En route to the Fair, the caravan will stop in Toledo, (4-19); Columbus, O., (4-19); Cincinnati, (4-20); Lexington, Ky., (4-21); Frankfort, Ky., (4-21); Louisville, (4-21); Nashville, (4-22; Memphis, (4-23); Chattanooga, Tenn., (4-23); Birmingham, (4-23), and Atlanta, (4-24), arriving in Knoxville on April 26.

Purpose of the caravan, according to Thomas J. Feaheny, vice president - Vehicle Research for Ford, is to help promote the Fair at which Ford is a major exhibitor, and to increase awareness of alternative fuels as a means of relieving the nation's dependence on foreign oil.

Propane-powered cars are being sold to fleet operators in Canada and the U. S., and will be offered to the public in the fall of 1982. The company estimates that first-year sales volume will be approximately 4,000 units, and that it could grow to 10,000 by the end of the second.

These are the first factory-engineered propane vehicles offered by a North American vehicle manufacturer. Ford has sold more than 40,000 ethanol-fueled cars in Brazil and is working with the State of California and Los Angeles County on a fleet of 40 Escorts that operate on methanol.

TOP CARS

U. S. new-car registrations for January. Registrations not available for Oklahoma.

1982 Position			1981 Position
1— 82,020	Chevrolet	112,511— 1	
2— 54,010	Ford	80,665— 2	
3— 48,714	Oldsmobile	58,993— 3	
4— 44,004	Buick	51,607— 4	
5— 35,793	Toyota	41,427— 5	
6— 29,306	Nissan/Datsun	31,392— 7	
7— 29,271	Honda	28,780— 8	
8— 28,332	Pontiac	41,203— 6	
9— 19,699	Mercury	26,500— 9	
10— 18,132	Cadillac	16,641—13	
11— 16,847	Dodge	23,911—10	
12— 16,818	Plymouth	23,514—11	
13— 12,288	Volkswagen	16,768—12	
14— 10,276	Subaru	9,412—17	
15— 9,611	Mazda	14,326—14	
16— 8,914	Chrysler	10,460—16	
17— 8,027	AMC	11,484—15	
18— 4,979	Mercedes	4,129—19	
19— 4,718	Volvo	3,738—21	
20— 4,604	Lincoln	4,564—18	
21— 3,557	Audi	2,896—22	
22— 3,379	BMW	.....	
.....	Fiesta	4,092—20	
15,716	Other Imports	17,282	
174	Misc. Dom.	193	
509,189	Total	636,488	

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.

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NEW-CAR MARKET SHARES IN U. S.

JANUARY

	Regis., Jan., 1982	Percent Share of Market	Regis., Jan., 1981	Percent Share of Market	Pct. Pt. Change '82 vs. '81
Chevrolet	82,020	16.11	112,511	17.68	— 1.57
Ford	54,010	10.61	80,665	12.67	— 2.06
Oldsmobile	48,714	9.57	58,993	9.27	+ 0.50
Buick	44,004	8.64	51,607	8.11	+ 0.53
Pontiac	28,332	5.56	41,203	6.47	— 0.91
Mercury	19,699	3.87	26,500	4.16	— 0.29
Cadillac	18,132	3.56	16,641	2.61	+ 0.95
Dodge	16,847	3.31	23,911	3.76	— 0.45
Plymouth	16,818	3.30	23,514	3.70	— 0.40
Chrysler	8,914	1.75	10,460	1.64	+ 0.11
AMC	8,027	1.58	11,484	1.80	— 0.22
Lincoln	4,604	0.90	4,564	0.72	+ 0.18
General Motors	221,202	43.44	280,955	44.14	— 0.70
Ford Motor Co.	78,313	15.38	111,729	17.55	— 2.17
Chrysler Corp.	42,579	8.36	57,885	9.10	— 0.74
American Motors	8,027	1.58	11,484	1.80	— 0.22
Imports	158,894	31.21	174,242	27.38	+ 3.83
Miscellaneous	174	0.03	193	0.03	.....
TOTAL	509,189		636,488		

North American car sales plunge 29 pct. in Canada

Sales in Canada of North American-built passenger cars plunged 29.51 percent in February compared with the preceding year, and truck sales by the four major makers dropped 25.84 percent.

New-car sales totaled 35,244 this year compared with 49,998 in February of 1981. January sales were even more calamitous, off 44.20 percent. The year-to-date number was 60,820, down 36.53 percent from 95,830 for the first two months of 1981.

The smallest auto maker, Volvo, was the only one of the five major producers to report a sales increase for the month. And that was a modest one: Volvo was up 5.60 percent, to 641 from 607 units a year ago.

General Motors dropped 32.34 percent, to 18,365 from 27,994 last year. Ford of Canada reported sales of 7,766 new cars, down 26.82 percent from 10,612. Chrysler sales dropped 19.82 percent, to 6,881 from 8,582, and American Motors sales (which include Renault) stood at 1,591, down 27.78 percent from 2,203.

GM earned 52.11 percent of the February domestic market, down from 55.99 percent in 1981. Ford sales accounted for 22.04 percent, up from 21.22 percent. Chrysler cornered 19.52 percent, up from 17.17 percent. AMC earned 4.51 percent, up from 4.41 percent, and Volvo had 1.82 percent, up from 1.21 percent.

Truck sales by the four major companies totaled 13,647 in February, down 25.84 percent from 18,401 a year earlier. The sales figures include captive imports at Chrysler and Ford.

GM retailed 7,147 new trucks during the month, down 21.06 percent from 9,054 in 1981. Ford dropped 35.77 percent, to 4,244 from 6,608. Chrysler sales of 1,923 units were down 19.94 percent from 2,402. AMC Jeep sales totaled 333, down 1.19 percent from 337.

GM sales accounted for 52.37 percent of the domestic market, up from 49.21 percent a year earlier. Ford slipped back to 31.10 percent from 35.91 percent. Chrysler had 14.09 percent of the total, up from 13.05 percent, and AMC stood at 2.44 percent, up from 1.83 percent.

Truck sales for the first two months numbered 24,222, down 33.05 percent from 36,178 in 1981.

Aranyos is named to Legion of Honor

DETROIT. — Alexander S. Aranyos, chairman of Fruehauf International, Ltd., and a director of Fruehauf Corp., has been named a Knight of the National Order of the Legion of Honor by the president of the French Republic, Francois Mitterrand.

The honor was bestowed upon Aranyos for his contributions to the development of economic relations between France and the United States, and for his leadership in industrial development in France.

20 luxurious years

Jack Ingram, left, receives a plaque from Jere Garde, Mercedes-Benz of North America zone manager, marking Ingram's 20 years as a dealer at Jack Ingram Motors, Montgomery, Ala. The firm claims to be the oldest M-B dealership in the Southeast.

January total is 509,189; imports take 31 pct.

Registrations sink to 20-year low

By Jenny L. King
Staff Writer

New-car registrations in January were the lowest for the month since 1962. Domestics were down compared with both December, 1981, and with the preceding January, while imports bit off a record 31.21 percent of the total, according to figures compiled by R. L. Polk & Co.

Domestic registrations of 350,295 were down 18.01 percent from 427,238 in December of 1981 and were 24.22 percent below the 462,246 recorded in January a year earlier.

Import registrations of 158,894 were down 8.81 percent from 174,242 the preceding January, but they represented 31.21 percent of the market, up substantially from 27.38 percent in 1981.

Total registrations in January were 509,189, down 16.73 percent from 611,520 in December and down 20.00 percent from 636,488 in January a year ago. Back in 1962, the January total was 506,155.

The imports were the only segment to improve their market share in January. General Motors was down 0.70 percentage points to 43.44 percent from

Table on Page 55.

44.14 percent last year. Ford Motor Co. dropped to 15.38 percent from 17.55 percent.

Chrysler Corp. was pushed back to 8.36 percent from 9.10 percent. AMC earned 1.58 percent, down from 1.80 percent, and miscellaneous domestics were stable at 0.03 percent of total market.

• Excluding imports, domestic-only new-car registration shares in January were: GM, 63.15 percent; Ford, 22.36 percent; Chrysler, 12.15 percent; AMC, 2.29 percent, and miscellaneous domestics, 0.05 percent.

A year earlier, domestic-only registration shares were: GM, 60.78 percent; Ford, 24.17 percent; Chrysler, 12.52 percent; AMC, 2.49 percent, and miscellaneous domestics, 0.04 percent.

By market segments, imports were up almost four percentage points this year. Luxury models edged up and intermediates rose slightly. Compacts nosedived, and subcompacts and standards also were down.

Imports accounted for 31.21 percent of the month's total, up from 27.38 percent. Intermediates were 20.67 percent, up from 20.01 percent, and luxury models grew to 5.90 percent from 4.71 percent.

U. S. compacts dropped to 17.52 percent from 21.10 percent, subcompacts dipped to 14.39 percent from 15.11 percent and standards stood at 10.31 percent compared with 11.69 percent in 1981.

He cites 'enormous opportunities'

Benton describes auto revolution

BOULDER, Colo. — The auto industry is being altered from top to bottom by an industrial revolution, a Ford Motor Co. executive said here.

William P. Benton, Ford vice president - Marketing, made his remarks at the University of Colorado Business School.

He said the revolution now sweeping the auto industry is "creating enormous business opportunities" and Ford will use its new marketing strategy to win "a substantial share of that business."

The revolution, he said, has many dimensions, but he emphasized four which he said bear directly on Ford's marketing strategy.

The first major dimension of this revolution is the shift from a U. S.-based industry to a truly multinational business.

"In 1950, the United States accounted for three-fourths of the world's car and truck production," Benton said. "By 1980, U. S. vehicles accounted for only 20 percent of the world's car and truck volume.

"The basic reason for this shift, of course, is the emergence of Europe and Japan as major producers to satisfy booming demand for automotive products in their home markets and abroad."

• Benton said that Europe produced 1.5 million units in 1950, compared with about 13 million in 1980. Japan, which produced only 32,000 cars and trucks in 1950, accounted for 28 percent of world production in 1980 with a total of 11 million units, he said.

In Latin America, he said, cars were a luxury for the very rich in the post-World War II period. But, as the economies of these countries progressed, the purchasing power of an expanding middle class increased, and cars came within reach of a broader cross-section of the population.

"Naturally," Benton said, "worldwide producers took advantage of this growth. The U. S. became a large importer of these products."

A second major aspect of the revolution, he said, is a sharp reduction in the number of manufacturers competing for the world market. In the 1960s, there were over 110 car manufacturers worldwide; today there are about 30, he said.

"As world markets grew, the stronger manufacturers sought through expansion or merger to lower design and production costs, to build volume, and to increase exports," he said.

"For example, Willys, Nash and Hudson became American Motors; and Studebaker disappeared. In Europe, VW merged with Audi and Porsche; Chrysler and Citroen sold out to Peugeot, and British Leyland took over a number of British companies.

"Elsewhere," Benton said, "Ford, General Motors and Chrysler acquired minority interests in Toyo Kogyo, Isuzu and Mitsubishi in Japan. AMC's largest stockholder is now Renault of France, which has a 46 percent interest that could be expanded to 56 percent."

It is almost certain that global competition will shrink the number of independent producers to, perhaps, a dozen or fewer within the next 10 years, Benton said.

Another dimension of the auto revolution is the tremendous increase in the complexity of doing business in the worldwide auto industry, he said.

"Vehicle manufacturers have had to learn how to contend with trade protectionism, industrial development programs in emerging markets, government safety and emission regulations, and foreign exchange controls and movements," Benton said.

"Also, there are external factors beyond the control of the automotive manufacturers, such as the oil embargo in 1973, OPEC oil price-fixing and the Iranian revolt, all of which have had a great impact on the fortunes and the opportunities for auto companies.

"We have to contend with trade protectionism, in some form in almost every world market, outside of the U. S. Many countries require cars and trucks to have substantial local content — Australia, Argentina, Brazil and Spain, for example."

Some countries, or trade blocs, discourage outside imports by creating a complex series of special equipment or safety standards, or by creating restrictive trade barriers, Benton said.

"The U. S., on the other hand, is one of the few free-trade markets in the world — and by far the largest. That is a major reason why over 40 percent of Japan's vehicle exports are to this country — over two million cars and trucks in 1981 alone," he said.

"Japan, however, puts very difficult barriers in the way of importing cars and other American products.

"For example, in the U. S. once a product line has been certified, it can be imported by the millions. But in Japan, each car must be inspected and certified individually to ensure that it meets all of Japan's stringent emissions and other requirements."

• Benton said the most important change is the revolution in products.

Benton said Ford's worldwide marketing strategy is a response to the automotive industrial revolution.

"American cars in the 1950s, '60s and early '70s were considered 'Dreamboats,' and until recently they were known as 'Gas Guzzlers,'" he said. "Consumers of today demand small, fuel-efficient cars and trucks, and they are placing increasing emphasis on quality, high technology and overall value for money."

3 branch managers appointed by MIC

DETROIT. — Three control branch managers have been appointed by Motors Insurance Corp., a subsidiary of General Motors Acceptance Corp.

They are Alfred D. Minnis, New York, succeeding Robert D. Donahue who is on disability leave; Melvin F. Melick, Houston, succeeding Minnis, and Louis S. Carrio, Dallas, succeeding Melick. Carrio had been at MIC headquarters in Detroit.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. Statistical Report
January '82 vs. January '81

	1982 January	1981 January
AMC Spirit	1,587	2,925
Concord	1,640	3,264
Concord SW	1,422	1,481
Eagle 4WD	579	788
Eagle 4WD SW	1,650	1,471
Eagle SX4 4WD	1,149	1,555
TOTAL AMC	8,027	11,484
Chrysler LeBaron '81		4,187
LeBaron '81 SW		827
LeBaron '82 FWD	4,978	
LeBaron '82 SW FWD	18	
Cordoba	1,145	3,114
Newport		818
New Yorker '81		1,038
New Yorker '82	2,537	
Imperial	236	476
Total	8,914	10,460
Plymouth Horizon FWD	6,244	9,543
Reliant FWD	7,535	10,056
Reliant SW FWD	2,395	3,459
Gran Fury '81		456
Gran Fury '82	644	
Total	16,818	23,514
Omni FWD	5,940	7,803
Aries FWD	5,556	7,932
Aries SW FWD	1,883	2,895
Dodge 400 FWD	1,481	
Diplomat	1,407	2,467
Diplomat SW	13	523
Mirada	567	1,707
St. Regis		584
Total	16,847	23,911
Total Chrysler Corp.	42,579	57,885
Escort FWD	14,475	14,130
Escort SW FWD	5,245	9,107
EXP FWD	2,515	1
Pinto		2,532
Pinto SW		833
Fairmont	8,146	13,897
Fairmont SW	502	4,230
Granada	5,196	7,724
Granada SW	2,350	
LTD	2,286	3,727
LTD Crn Victoria	2,651	3,098
Ford SW	1,243	1,538
Mustang	6,190	13,095
Thunderbird	3,211	6,753
Total	54,010	80,665
Lincoln Town Car	1,467	2,110
Mark VI	1,450	2,454
Continental	1,687	
Total	4,604	4,564
Mercury Lynx FWD	4,015	4,213
Lynx SW FWD	1,317	2,603
LN7 FWD	960	
Bobcat		591
Bobcat SW		133
Zephyr	2,634	4,699
Zephyr SW	200	1,058
Cougar	2,446	3,125
Cougar SW	874	
Marquis	446	556
Marquis Brougham	1,311	987
Grand Marquis	1,898	1,719
Marquis SW	599	531
XR7	1,150	2,565
Capri	1,849	3,720
Total	19,699	26,500
Linc Merc Div. Total	24,303	31,064
Total Ford Motor Co.	78,313	111,729

	1982 January	1981 January
Buick Skyhawk	10,816	13,786
Skylark FWD	11	
Century '82 FWD	2,911	
Regal/Century	15,589	23,403
Regal/Century SW	883	1,102
Le Sabre	1,783	1,688
Le Sabre Limited	3,755	3,239
Electra	3,986	4,370
Buick SW	1,004	769
Riviera FWD	3,266	3,250
Total	44,004	51,607
Cadillac de Ville	7,595	7,120
Cimarron FWD	1,208	
Fleetwood & Chas.	3,507	2,799
Eldorado FWD	4,229	4,235
Seville FWD	1,593	2,487
Total	18,132	16,641
Chevrolet Chevette	18,218	27,098
Camaro	4,628	6,185
Monza		6,579
Cavalier FWD	4,502	
Cavalier SW FWD	1,270	
Citation FWD	17,798	24,412
Malibu	6,876	13,261
Malibu SW	3,109	4,192
Celebrity FWD	2,367	
Monte Carlo	8,150	12,107
Impala	3,533	4,586
Caprice	6,735	7,960
Chevrolet SW	3,221	3,784
Corvette	1,613	2,347
Total	82,020	112,511
Oldsmobile Omega FWD	5,476	6,464
Firenza FWD	3	
Cutlass Ciera FWD	3,483	
Cutlass Salon '81		13,053
Cut Sup/Calais '81		18,153
Cut Sup/Calais '82	19,545	
Cutlass SW	1,445	2,206
Delta 88	700	994
Delta Royale	8,001	8,237
98	6,416	5,986
Oldsmobile SW	1,417	1,183
Toronado FWD	2,228	2,717
Total	48,714	58,993
Pontiac T1000	3,925	
Firebird	2,779	4,070
Sunbird		8,098
J2000 FWD	2,650	
J2000 SW FWD	386	
Phoenix FWD	4,379	6,773
LeMans/Bonn. '82	4,112	4,386
LeMans/Bonn. '82 SW	1,050	1,655
6000 FWD	1,660	
Grand Prix	6,065	8,952
Catalina	148	723
Bonneville '81	581	3,293
Bonne. '81 Brougham	465	2,560
Pontiac SW	132	693
Total	28,332	41,203
TOTAL GM CORP.	221,202	280,955
(Checker)	151	168
Misc. Domestic	174	193
Domestic Station Wagon Total	33,628	46,273
Domestic Grand Total	350,295	462,246
Import Total	158,894	174,242
Grand Total All Registrations	509,189	636,488

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Registrations for Oklahoma not available.

How Japanese auto makers divide up Europe

(1981 Car Shipments)

Country	1981 market (x 000)	Daihatsu	Datsun	Honda	Mazda	Mitsubishi	Subaru	Suzuki	Toyota	Total
Austria	193	348	8,518	2,200	18,821	6,188	3,911	5,777	7,268	53,031
Belgium	351	1,976	16,674	18,763	14,324	16,597	1,839	4,185	30,761	105,119
Denmark	078	1,039	2,726	1,675	7,694	1,217	199	0	5,255	19,805
Finland	N/A	800	9,796	3,266	3,794	4,981	0	0	5,778	28,415
France	1,835	0	14,192	8,085	11,009	3,011	0	0	7,235	43,532
Holland	389	1,507	18,218	21,867	19,550	26,119	1,531	5,800	14,882	109,474
Italy	1,739	112	0	278	116	148	250	50	0	954
Norway	97	963	8,062	4,110	13,266	5,339	1,038	3	6,876	39,657
Sweden	188	1,164	3,128	3,231	12,490	1,827	204	0	5,348	27,392
Switzerland	298	1,820	14,761	11,524	19,072	8,847	9,402	6,310	17,936	69,672
UK	1,485	3,011	76,380	15,133	13,390	10,980	4,939	4,546	24,284	152,663
West Germany	2,330	5,716	43,628	39,324	49,500	53,648	5,693	9,754	40,904	248,167
TOTAL	8,983	18,456	216,083	129,456	183,026	138,902	29,006	36,425	166,527	917,881

Japan's key export markets

Country	1981 shipments	Change from '80
United States (1)	2,304,814	− 4.3
West Germany (3)	274,705	+ 6.4
Australia (4)	267,446	+ 19.3
Saudi Arabia (2)	251,854	− 10.3
Canada (6)	246,469	+ 33.3
Indonesia (7)	188,660	+ 12.4
United Kingdom (5)	181,493	− 10.8
Nigeria (18)	151,306	+119.6
South Africa (11)	119,743	+ 20.9
Holland (8)	115,853	− 13.1
Belgium (9)	112,495	− 9.0
Chile (17)	110,102	+ 58.1
Malaysia (10)	108,590	+ 1.6
Switzerland (13)	103,000	+ 26.5
New Zealand (19)	98,736	+ 53.1
Thailand (14)	89,190	+ 11.5
Libya (33)	69,760	+137.0
Iraq (12)	58,976	− 31.2
Austria (22)	57,400	+ 0.6
Puerto Rico (16)	55,857	− 21.7

*1980 position in parentheses
Source: JAMA

Datsun tops Japanese auto sales in Europe

By Richard Feast
European Editor

Datsun importers in the United Kingdom are by far the most successful Japanese auto retailers in Europe, according to previously unpublished statistics acquired by AUTOMOTIVE NEWS from industry sources.

They indicate Nissan's role as No. 1 Japanese retailer in Western Europe — 216,083 cars out of a total of 917,881 shipped to the continent from Japan in 1981.

Datsun shipments to the UK were 76,380. Next largest volumes were to the West German market, to which Nissan exported 43,628 units, Mitsubishi 53,648, Toyo Kogyo 49,500 and Toyota 40,904.

Toyota's showing is untypical of Japan's leading auto maker. It placed third behind Nissan and Toyo Kogyo, and it shipped more units than its Japanese rivals to only one major country—Belgium.

Toyo Kogyo (Mazda) total shipments of 183,026 units are characterized by a reasonably strong presence in each of the major national markets.

Toyota's total of 166,527 is followed by Mitsubishi's 138,902 and Honda's 129,456. Between them, Daihatsu, Fuji (Subaru) and Suzuki shipments were less than 84,000. Isuzu has no presence in Europe.

To some extent the picture is distorted by restrictions placed on Japan's auto makers by European interests. Growth in West Germany, Belgium and Holland is restricted. France has a strict 3 percent import limit—although there is nothing in writing. The Italian market is in effect closed to the Japanese.

The UK has a gentleman's agreement between the British SMMT and its Japanese counterpart, JAMA. In effect for several years, it freezes Japanese market shares at levels when they came into existence.

• Separate statistics from JAMA indicate that on a worldwide basis North America, Europe, the Middle East, and Central and North America all lost volume as Japanese vehicle export destinations last year.

Southeast Asia, Oceania and Africa grew in importance, giving Japan another growth year overall for exports, which were up 1.4 percent to just over 6 million.

On a national basis the U. S. remained the No. 1 market for Japanese shipments with more than 2.3 million vehicles exported, a 4.3 percent decline from 1980.

West Germany (275,000) and Australia (267,000) each moved up a place to second and third, respectively, while Saudi Arabia (252,000) dropped to fourth. Canada moved up a place to fifth with 246,000.

Among the big gainers were Nigeria (up 10 places to No. 8 with 151,000 units), Chile (12th with 110,000) and Libya (17th with an almost three-fold expansion to nearly 70,000 units).

Japan's auto makers indicate their total vehicle output will rise by 4.6 percent this year to 11.69 million units. Most of the increase will be absorbed by the domestic market, say the makers, where sales are expected to rise by 9.6 percent to 5.58 million.

That leaves 6.11 million Japanese vehicles competing for overseas markets, an increase of 1.1 percent over last year.

Where Japan's vehicle shipments went

Area	1981	1980
North America	2,551,283	2,592,577
Europe	1,188,696	1,226,954
Southeast Asia	593,814	581,116
Middle East	490,784	542,955
Africa	472,595	322,329
Oceania	389,823	316,885
Central America	130,848	177,619
South America	122,930	204,612
Others	9,674	1,934
TOTAL	5,048,447	5,966,961

The Hyundai Pony is a key part of the South Korean company's European market expansion plans.

Pony's no horselaugh

By Richard Feast
European Editor

Europe's auto makers are sniffy about prospects for South Korea's Hyundai sedans, just launched in the UK after preliminary trials in Belgium and Holland. It is reminiscent of the attitude reserved for the Japanese in the 1960s.

There is no significant threat from Hyundai now or in the next few years. But after the Japanese experience, Western auto makers can't afford to be caught again with their noses in the air.

Hyundai Corp.'s latest annual report makes clear its ambitions for Hyundai Motor Co., producer of cars, trucks and buses.

"By 1985 Hyundai vehicles of all types will come off the assembly line at the rate of one million each year, a large proportion of which will head straight for markets in Europe, U.S.A., South America, Asia, the Middle East and Africa," it states.

That should send would-be importers in the U. S. scurrying off to Seoul.

At present Hyundai is in no position to export large numbers. It has production capacity of around 100,000, 70 percent of which remain in the domestic market.

However, according to the man who has just introduced the Hyundai Pony to the UK market, that will change in the second half of this decade.

Says Robert N. Edmiston, chairman and managing director of International Motors, Birmingham, England: "Hyundai's plan is that in late 1984 it will expand capacity to 400,000 a year. At that stage it will have to go to the U.S. market. Anybody with a 70,000 domestic market can't ignore the states."

Edmiston's plans for the UK include around 10,000 units a year by mid-decade. The four-door and three-door Pony sedans went on sale in February.

"We ordered 3,000 cars without having sold one. That's a $12 million commitment," he says. This year International Motors expects to sell 3,500 cars, and about twice that number next year.

The cars are not really competing with Japanese products which, with import restrictions, are moving up-scale. At prices ranging from $5,700 to $7,700, Ponys compete with imports from Eastern Europe, some Fiat and Citroen cheapies and other base-line models from major European makers.

The Hyundai is a medium-size, well-equipped sedan. It uses a 1.2-liter or 1.4-liter, four-cylinder engine mounted at the front and driving the rear wheels. Engines and transmissions are Mitsubishi designs manufactured in Korea.

The Pony is no spring colt. Designed by Giugiaro, it made its public debut at the 1974 Turin auto show.

It will get a face-lift next year, but the next generation model will wait until the opening of a new factory in 1984 or 1985.

Having forged the links with Giugiaro and Mitsubishi, Hyundai is expected to continue those associations.

International Motors arose from the ashes of the Jensen collapse in 1975. It is owned by Edmiston and one of U. S. businessman Kjell Qvale's companies. In addition to the Hyundai franchise it sells Subarus and Maseratis.

In the restricted UK market International sold 5,374 Subarus last year.

Citroen mum

Continued from Page 11

panies and the Japanese, have been doing for years."

But just who is No. 1 designer at Citroen remains unclear. Most of the unofficial news leaking from Citroen and PSA is that it is Olsen, a 46-year-old U. S. citizen.

He is a product of the Pratt Institute in New York, and worked for General Motors, Count Sigvard Bernadotte in Copenhagen and Stockholm, and twice for Ogle, whose Leyland T45 truck design won a Truck of the Year award.

Olsen was a tutor at London's Royal College of Design for 10 years. "It's a better place than the Art Center in California," he says.

Of his approach by Citroen, Olsen comments, "It's a great company, and I'm obviously flattered. I've always loved Citroens, and owned them. Maybe if it had been another company, I would not have been interested."

Fiore joined Citroen in September 1979 as head of styling. He reflects, "With PSA integrating its organizations, what I have been doing is 20 percent new product development and 80 percent administration."

Fiore adds, "It's politically untimely for me to talk about the changes, but I have to defend myself against rumors that I've been pushed out to finish my contract. I have to defend my 25-year reputation as a designer in the European industry."

Fiore likes his move from Paris to the south of France.

What is believed to be involved in the reluctance to make an official announcement is the delicacy of integrating Citroen styling within the Peugeot SA styling department, headed by former Chrysler Europe executive Art Blakeslee.

Blakeslee's headquarters are at Whitley, England, where he is understood to have overall control of PSA styling and special responsibility for Talbot Division. The Peugeot and Talbot arms are slowly but surely being interlocked, but Citroen's independence was strengthened last year by its relatively improved production and sales performance.

Last year Citroen production declined by only 0.5 percent to 534,000, while Peugeot dropped 6.2 percent to 569,000. The Peugeot advance was only 35,000 units; a year before it was twice that.

Moreover, Citroen overtook Peugeot in registrations in the vital domestic market. Citroen fell by 3.9 percent to 260,286, while Peugeot sank down 12.7 percent to 256,287.

In addition, Citroen sales will receive a major boost next September when it launches its XB.

West Germany rides out recession

By Richard Feast
European Editor

West Germany's vehicle industry has come through the recession so far without serious injury, says Horst Backsmann, president of the *Verband der Automobilindustrie* (VDA).

This is despite the country's highest unemployment — 1.7 million — and number of company bankruptcies in 30 years.

"The industry has succeeded in holding its own in the general recession and, above all, in international competition. Otherwise, the unemployment figures would certainly look even more dismal," notes Backsmann.

The 3,897,007 vehicles produced in West Germany in 1981 represent a marginal increase (18,500) over the previous year. But trends were divided. While car output rose by 1.6 percent to 3,577,807, commercial vehicle output decreased to 10.7 percent to 319,200.

Demand from abroad helped the recovery of car production, although deliveries leveled off towards the end of the year. They reached 1,949,535 — 4.1 percent more than the previous year—but below 1979.

While 1981 domestic registrations dropped 4 percent to 2.33 million, the country reduced its level of imports from 26.3 to 25.3 percent. It was, says the VDA, "half at the expense of the Europeans and half at the expense of the Japanese."

Registrations of diesel cars were up more than two-thirds over 1980, accounting for 14 percent of the market.

In the commercial vehicle industry, the segment for trucks up to six tons suffered the worst setback — by 22.8 percent to 144,540 units. "This sharp decline, which is still continuing, could not have been survived without placing employes on short time," reports the VDA.

The only truck production increases were in medium and heavy classes over 12 tons, solely attributable to sales in foreign markets.

The manufacturers' association says, "The domestic market for commercial vehicles was in a very poor state. The decline in sales of trucks was 17 percent, buses 18 percent and of semi-trailer tractors 24 percent.

"Trucks hardest hit by the sales decline were heavy vehicles — a result of greatly impaired building activity and a diminishing propensity to invest which, in view of high interest rates and low demand for transport services, also affected the freight transport business."

Although the Japanese were held in check in the car market, they made inroads with light-commercial vehicles. They sold 6,600 last year, increasing their share from one percent in 1979 to 2.5 percent in 1980 and four percent last year.

While employment in the industry increased slightly last year, profits went in the opposite direction. "They deteriorated progressively during the course of the year, and total profits before taxes were almost 60 percent below those of 1979," Backsmann says.

Product price increases have been necessary to avoid borrowing during periods of double-digit interest rates, and to maintain investments to stay competitive. Investments are projected at 8 to 10 billion deutschmarks annually ($3.4 to $4.2 billion) in coming years.

Backsmann lays particular emphasis on "exorbitant" price increases by European steel producers. The commercial vehicle and trailer industry, with their relatively high steel consumption, and high-grade-steel-processing component companies, have been particularly affected.

In the fourth quarter of 1981 list prices for all grades of rolled steel averaged 3?.8 percent higher than a year earlier. By the third quarter of this year they will be 56.2 percent higher than at the end of 1980.

West German vehicle production: 1977 - 1981

	1981	1980	1979	1978	1977
Cars					
BMW	337,757	330,087	328,281	311,793	284,771
Daimler-Benz	449,010	438,221	433,203	403,707	409,090
Ford	486,917	419,517	546,957	544,160	542,750
Opel	810,158	786,663	960,243	952,656	922,304
Porsche	31,734	28,622	36,011	36,879	36,130
VAG	1,462,231	1,517,216	1,627,861	1,640,981	1,595,499
Audi	311,671	285,052	323,395	340,423	317,928
Volkswagen	1,150,560	1,232,164	1,304,466	1,300,558	1,277,571
Total	3,577,807	3,520,934	3,932,556	3,890,176	3,790,544
Trucks, buses					
Auwarter	944	903	1,092	749	687
Daimler-Benz	183,270	188,392	171,656	157,026	174,091
Faun	578	485	349	602	573
Kassbohrer	1,941	2,037	2,008	1,896	1,778
Magirus-Deutz	18,246	20,619	20,184	18,685	18,461
MAN	25,473	24,455	21,207	20,364	21,337
Opel	6,490	6,137	8,223	3,799	2,863
Volkswagen	82,258	114,591	92,450	93,067	93,882
Total	319,200	357,619	317,169	296,188	313,672
Total vehicles	3,897,007	3,878,553	4,249,725	4,186,364	4,104,216

Source: VDA

Volvo starts getting it all together

By Richard Feast
European Editor

Volvo Car BV, of Holland, is well on the way to its 1982 sales target of 85,000 units. In the first nine weeks of the year it increased volume by 20 percent, or 2,500 cars, over the same period a year earlier.

According to Vice President Henk van Bussel, "Our primary objective is to obtain a market share of one percent in Western Europe, which amounts to about 100,000 cars."

Last year the company sold 78,500 340-series three- and five-door medium hatchbacks. "Of great significance, this represented an increase of 13 percent over 1980 in a total market that was reduced by 2.5 percent," declares van Bussel.

The company's shaky financial record in recent years led to restructuring of its finances a year ago. From being a majority shareholder, Volvo Car Corp.'s stake was reduced to 30 percent, and the Dutch state's interest raised to 70 percent.

Further losses are anticipated this year and the next two years, after which, in the words of president Andre Deleye, "costs and revenues would be in equilibrium."

However, the company is in danger of becoming too dependent on one market — the UK.

"We sell about three times as many cars there as in our No. 2 market, Sweden, and our No. 3 market, the Netherlands," notes van Bussel.

"We are running the risk of becoming too dependent upon a single market. That's why we are going to change this situation, by making Vikings and Dutchmen run a little faster.

"Our objective is to build up a strong home market for our product. We want to move up from 9,000 to 20,000 cars in the Netherlands within a few years."

Volvo Car registrations in the UK last year were 23,800 (for a market share of 1.6 percent) and 9,000 in Sweden (4.8 percent).

The company recently added a unique five-door van version of the 340 to the Dutch market.

Hints van Bussel: "We also have something up our sleeve for the general public next year, but do not want to disclose details yet."

This leads to speculation that the development is a replacement for 340, by today's standards a heavy, none too aerodynamic model. Volvo has developed the 340 about as far as it can, and the next move should be a replacement. Conjecture over its arrival time revolves around the company's lack of cash.

In an address to company employes about what he calls "Volvo Car BV New Style," Deleye boasts it is possible to match Japanese strengths.

"We often talk about the 'Japanese miracle' when we are faced with the not inconsiderable competitive force of the Japanese," he says. This refers to the great industrial strength the Japanese have managed to develop in the last few decades.

"It is too often assumed in the western industrial world that we cannot build up such strength, simply because our culture is totally different. This assumption is an implicit admission that we regard an unbridgeable gulf separating us from the Japanese industry as a normal matter.

"I, too, used to think this way, but after a number of visits to Japanese and American factories, I have changed my mind."

Spring debut for Jeep-Renault

Renault enters the European four-wheel-drive market this spring when it begins selling in France, Belgium and Luxembourg what will be known officially as the Jeep-Renault.

The model is American Motors' CJ7 Jeep, adapted to European needs by using 2-liter gasoline or diesel Renault engines and Renault gearboxes.

The company is cagey about numbers. "A few thousand," says Pierre Tiberghien, joint director general of the car division. Despite the volume, it will take Jeep into a new European league.

In the past four years, France's Jeep importer sold 173 CJ7 models. In the same period, 63 were sold in Belgium and Luxembourg.

In May the Jeep - Renault enters Renault's own dealer network that includes 500 main dealers in France and some 10,000 authorized service agents, and 187 main dealers and 305 service outlets in Belgium/Luxembourg.

In the past, Jeep sales have been handicapped by poor fuel consumption by European standards, limited dealer outlets and the upward trend of the dollar against the franc.

Renault now will at least be able to counter the mileage and service limitations. "The game is new," says Tiberghien.

Jeep-Renault will be positioned between the luxury Range Rover and utility Land Rover and Mercedes-Benz G-wagen. It will be like some of the Japanese offerings of Daihatsu and Suzuki, which sell in Belgium but not in the larger French market.

It seems likely Renault eventually will extend Jeep sales to other European markets over the long term, although it is noncommital. If it does, it is likely to find various Japanese four-wheel-drive makers are the main opposition.

Renault is aware of the difficulties facing a manufacturer moving into a new market. It watched the rather disappointing sales of the Mercedes-Benz G-wagen with keen interest.

A Renault executive observes, "Perhaps Mercedes-Benz were overenthused by the example of Range Rover, which has been a phenomenon. Most people buying a Range Rover very seldom use it off-road. They use it as a status automobile. Mercedes has a more utility approach.

"Jeep is different. It's neither the Mercedes nor the Range Rover. It has a good name and good tradition, so we are not starting from scratch."

The CR6 hits the London taxi market in 1984.

New London taxicab is on the way

Traditional London taxis — loved by customers, cursed by drivers — soon will be as scarce as they are at midnight when the last train has gone.

Carbodies, the Coventry, England, company which built 43,000 of the famous black cabs during the past 23 years, is working on a new next generation product.

Known as CR6, it is planned to replace the old FX4 starting in 1984. Like its predecessor, the CR6 uses many components from nationalized auto maker BL Ltd.

Unlike its predecessor, however, the CR6 is destined for export, including to North America.

Carbodies says, "The UK will continue its almost unrivaled position of using purpose-built taxies rather than standard or slightly modified motor cars.

"The nearest approach is probably that of Checker in the United States, who offer a fairly extensively modified motor car in taxi configuration."

FX4 was always regarded as a home-market vehicle, and only recently were left-hand-drive versions engineered. CR6 will be assembled for export six months after the start of production. It will be homologated for all EEC countries, says the company, adding that "hot climate and North American prototypes will be built shortly."

To keep costs down, CR6 will use engines, transmissions, suspension, electrical systems and some 30 percent of the body panels that already exist, largely on the Range Rover.

Carbodies is concentrating on driver comfort in the new model following complaints about inadequate heating, high noise levels and the "1950s feel" of the present machine.

The new vehicle, capable of accommodating invalid wheelchairs, has a welded box section frame with detachable metal body panels. Weight savings of 10 percent are achieved by use of aluminum rather than steel for 90 percent of the skin panels.

The base powertrain is BL's 2.25-liter diesel (62 HP), and manual five-speed transmission.

Proposed options include BL's 2-liter O-series gasoline engine or its 2.6-liter six-cylinder from Rover sedans. Other options include power steering and automatic transmission (Chrysler or Borg-Warner).

Ford's Deutz Cargo rolls in England

Production of the Ford Cargo powered by a Deutz air-cooled diesel has started at the company's truck plant in Langley, England. The V-6 engine is offered in 170 and 204-HP ratings. Deliveries of the truck to 11 countries began this month.

Aftermarket is target in Koni's U. S. program

By John Russell
Staff Correspondent

CULPEPER, Va. — A little known program for rebuilding truck and bus shock absorbers has been ongoing at Koni of America for over a year as part of an effort to increase its penetration in this area by appealing to the end user rather than the manufacturer.

Jan Zuijdijk, engineering director for the company, said 90 percent of the company's shock absorbers returned for service can be repaired at considerable savings to the customer considering the cost of a new set of Koni shocks for trucks and buses.

Koni is not a household word among truck and bus manufacturers in the U. S. although the company has attempted to make some inroads with OEMs. But Zuijdijk noted cost is a primary consideration at the manufacturer level and that his company's shock absorbers are not inexpensive.

In Europe, Koni is OE on certain models of Volvo, Scania, Mercedes and M.A.N. trucks. But in the U. S., he said, the concentration on shocks for trucks and buses is not as intense because legislation is different.

Yet, he noted, shock absorbers do make a difference in prolonging the life of the truck. Tire life can be extended, he said, cab structural integrity can be prolonged and steering damage prevented.

In approaching the aftermarket, the owner operator, this is part of the message the company delivers.

Jim Vance, sales engineer for Koni, said the shock-service program is an extension of the firm's existing passenger-car program and railroad-shock service.

Shocks are checked and if no repairs are needed, Vance said, they are adjusted and returned to the customer. The charge is $6 per shock absorber.

If repairs are needed, the company is prepared to recondition and replace the moving parts in the shock. Vance said it could cost approximately $40 for its 90 Series truck shock.

Bus companies, both men noted, appear to be taking advantage of the service on a more regular basis.

Zuijdijk added that M.A.N. and Koni now are working on an exchange program for the service of shocks, although details are still being developed and won't be available for about two months.

On an annual basis, he said, the company services about 200 truck and bus shocks per year. He expects this number to grow. But Zuijdijk admitted this hardly marks a penetration of the truck and bus market.

All-steel cover for Ford Ranger

Gem Top Mfg., Inc., Clackamas, Ore., is manufacturing a rust-proofed, fully insulated all-steel cover for the new Ford Ranger compact pickup. The Streamliner laps over the cab, providing a direct access between cab and cargo bed, the company said.

truck industry news

698,607 new trucks retailed

First-quarter sales rise 12.8 pct.

Franchised dealers and factory outlets retailed 698,607 new trucks in the U. S. in the first quarter of 1982, according to preliminary reports, an increase of 12.8 percent over the year-earlier 620,567 units.

It marked the first time since 1979 that January-March sales exceeded the previous year's total. In the first three months of 1979, retail sales for the period

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reached an alltime high of 965,096 in spite of a sharp decline in the March count.

Truck sales have been in a slump since the first quarter of 1979, with the downturn following the revolution in Iran, a drop in oil imports from the Middle East and a drastic increase in fuel prices in the U. S.

In the latest three-month period, light trucks were the only market segment to show an increase over a year ago. Mediums continue to dwindle at an alarming rate, while the heavies were off only slightly from last year.

Sales of light trucks, with strong support from the compact pickups, were 15.8 percent higher than last year in the first quarter. The total this year was 650,946 units, compared with 562,060 in 1981.

The compacts—both domestic and imports—accounted for 28.5 percent of the light truck total. Dealers sold 185,800 of these vehicles, up 44.6 percent from last year's 128,461 units. A year ago, the compacts — all imports except the Volkswagen pickup — accounted for 22.9 percent of the light-truck count.

Sales of mediums in the first quarter declined 52 percent from last year, plunging from 19,535 units in 1981 to only 9,374. Three-month sales of heavies were down 1.1 percent, from 38,079 vehicles a year ago to 37,666.

March sales were 22.4 percent higher than the same month a year ago, with light trucks the only segment to show an improvement. It was the third consecutive month in which sales topped those in the comparable year-earlier month.

During the month, dealers retailed 272,473 light trucks, an increase of 26.9 percent over last year's 214,766 units. The compacts accounted for 30.8 percent of the total. The small-pickup sales in March were 62.4 percent higher than last year, rising from 51,614 units in 1981 to 83,797.

Mediums were down 49.1 percent in March, falling from 7,191 units a year ago to 3,658. Heavies totaled 13,672 units during the month, a decline of 6.9 percent from last year's 14,693.

At the end of the first quar-

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Carrier exchange will aid dealers, Rockwell claims

TROY, Mich.—A new carrier-exchange program to provide more sales flexibility for O.E.M. heavy-truck dealers has been announced by James F. Lambert, vice president of North American field sales and marketing for Rockwell International's Heavy Vehicles Components Operations.

He said the program, which covers five of the more popular Rockwell truck axles, will enable the dealer to match the axle ratio of a new truck in stock to the customer's specified requirements.

"This gives the dealer another sales tool which can help him cut down on possible lost sales because of an axle ratio that does not fit the needs of the customer," he explained.

"It also means the dealer can put the truck buyer on the road much faster because the waiting period involved in ordering and delivering a new vehicle with the correct axle ratio is eliminated."

Lambert said the dealer simply calls the Rockwell Service Parts Distribution Center in Florence, Ky., and requests the desired carrier with the axle ratio specified by the customer. The

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Domestics fuel surge in sales of compacts

Retail sales of compact pickup trucks in the first three months of 1982 were almost 50 percent higher than a year ago, with the four new domestic versions providing the spark.

Through March, franchised dealers in the U. S. retailed 185,800 of the small trucks, an increase of 44.6 percent over last year's 128,461 units. Volkswagen was the only domestic compact on the market in the first quarter of 1981.

March sales of the compacts totaled 83,797 units, up 62.4 percent over the year-earlier 51,614. It also marked the first month in which the domestic pickups outsold those assembled in Japan.

During the month, 42,714 domestic compacts were retailed, accounting for 51 percent of the March total. The domestic nameplates include Chevrolet S-10, GMC S-15, Ford Ranger, Dodge Rampage, Jeep Scrambler and Volkswagen.

Sales of the Japanese-built compacts—Ford Courier, Chevrolet LUV, Plymouth Arrow, Dodge Ram 50, Toyota, Datsun, Mazda and Isuzu—totaled 41,083 units, off 14.4 percent from last year's 47,992.

In the first three months, dealers sold 101,285 of the imported compacts, a decline of 15.4 percent from the 119,706 retailed in the same period in 1981.

• First-quarter sales of the domestic compacts totaled 84,515 units, compared with only 8,755 a year ago—all of them Volkswagen pickups.

The imports' share of compact sales in the first three months dropped from 93.2 percent a year ago to 54.5 percent. The March share slipped to 49 percent, compared with 93 percent in the same month in 1981.

March sales of compacts by domestically franchised dealers —both domestic and imported makes—totaled 53,080 units, an increase of 18.6 percent over last year's 24,284.

The three-month count soared to 117,003 units, a gain of 91.7 percent over the year-ago 61,030.

Sales by non-captive dealers

Continued on Page 58, Col. 5

Truck Dealer of Year gets award

Richard Scott, left, Business Week account manager, presents the award to James P. McNally, president, Archie Cochrane Motors, Inc. (Ford), Billings, Mont., the 1982 Truck Dealer of the Year. The award is presented annually by Business Week and NADA's American Truck Dealers Division.

698,607 new trucks retailed

First-quarter sales rise 12.8 pct.

Continued from Page 24

ter, there were 505,964 unsold new trucks of all types in retailers' hands, a decline of 13 percent from last year's 581,724 units. Light-truck stocks were down significantly from a year ago, while the supply of mediums and heavies was slightly higher.

Going into April, there were 447,612 light trucks in inventory, a decrease of 12.9 percent from last year's 513,727. Mediums were up 4.1 percent, from 23,490 last year to 12,174. There were 46,178 heavies on hand at the start of the month, 3.8 percent higher than the year-earlier 44,507 units.

The Motor Vehicle Manufacturers Assn. reported that domestic dealers and factory outlets retailed an estimated 248,720 new trucks in the U. S. in March, an increase of 31.8 percent over the previous year's 188,658 units.

The March count for domestic outlets was the highest for any month since October, 1979, when 281,213 units were retailed, according to the MVMA.

Through March, domestic retailers had sold 596,515 vehicles, an increase of 19.3 percent over the year-ago 499,968.

Big Three truck producers reported that their dealers and factory outlets sold 233,604 units during the month, up 38.6 percent over last year's 168,490. The three-month count was 24.6 percent higher, rising from 445,497 in 1981 to 555,169.

Chevrolet, No. 1 in both 1982 model-year and calendar-year truck sales, reported that March was its best month since May, 1979, and GMC said its sales during the month were the highest since August, 1979.

In March, Chevrolet dealers retailed 99,322 vehicles, a gain of 54 percent over the previous year's 64,501. The total included 3,146 Japanese-built LUV compacts, down two-thirds from last year's 9,595.

Through March, Chevrolet sales totaled 235,508 units, an increase of 35.5 percent over the year-earlier 173,869. LUV's three-month sales were down drastically, from 21,303 in 1981 to only 8,826.

During the month, dealers sold 25,046 of the new U. S.-built S-10 compact pickups, bringing the year's total to 54,046 units.

Ford dealers retailed 81,993 trucks during the month, up 14.9 percent from last year's 71,335. The imported Courier's total dropped from 7,234 a year ago to 2,584.

• First-quarter Ford sales were 6.5 percent higher than a year ago, rising from 180,077 to 191,839 units. Courier sales were down from 18,797 in 1981 to 10,411, March sales of the new Ranger compact pickup totaled 8,288 and the first-quarter count rose to 9,728 units.

Dodge and Plymouth dealers sold 24,409 light trucks in March, an increase of 40.5 percent over last year's 17,368. Sales of the imported Dodge Ram 50 compact were up from 2,895 units a year ago to 4,169. But the Plymouth Arrow total was down, from 938 a year ago to only 467 units.

Through March, the Dodge-Plymouth total was 37.9 percent higher than last year, from 47,825 units to 65,963. The Ram 50 count was up from 9,108 units to 11,268, while Arrow sales slipped from 3,067 in 1981 to 1,983 units.

Sales of the new Dodge Rampage compact in March totaled 2,172 units, bringing the first-quarter count to 4,457.

GMC dealers sold 27,880 trucks during the month, a gain of 82.4 percent over last year's 15,286. The three-month count was up 41.5 percent, from 43,726 units a year ago to 61,859.

Sales of the GMC S-15 compact pickup totaled 4,923 in March and the first-quarter count climbed to 9,939 units.

• Jeep dealers retailed 5,163 of the four-wheel-drive light trucks in March, up 12 percent over the year-ago 4,616. The first-quarter total also was 12 percent higher, from 12,748 units in 1981 to 14,323.

March sales of the Volkswagen compact pickup were down 55.9 percent, from 3,622 last year to 1,599. The three-month total of 4,020 units was off 54.1 percent from the year-ago 8,755.

Mercedes-Benz truck dealers retailed 247 medium and light-heavy vehicles during the month, down 22.6 percent from last year's 319. Through March, the total was 621, off 30.5 percent from the 893 units retailed in 1981.

In March, Toyota dealers sold 14,331 compact pickups, a gain of 21 percent over last year's 11,841. The three-month total was 33,239, up 3.9 percent over the year-earlier 32,001.

Datsun sales dropped 17.5 percent in March and were down 25 percent for the first quarter. During the month, 11,452 compacts were sold, compared with 13,885 a year ago. Through March, the count was 23,652, as against 31,941 last year.

Mazda dealers retailed 3,461 small pickups during the month, up 127 percent from the year-ago 1,525, and the three-month total was 139.1 percent higher, soaring from 3,400 units in 1981 to 8,130.

During the month, Isuzu dealers sold 1,473 compact pickups, compared with 79 a year ago. The three-month total was 3,776 units, as against 89 in the like period in 1981.

Big Three March, year-to-date truck sales

	March 1982	March 1981	Year to Date 1982	Year to Date 1981
Ford				
Vans	12,905	9,807	27,375	23,428
Club Wagon	2,510	2,779	6,022	6,215
Courier	2,584	7,234	10,411	18,797
Bronco	4,411	2,990	10,402	8,924
Conventional Pickups	47,079	43,759	117,268	110,990
Mediums	N.A.	3,841	N.A.	9,671
Heavies	N.A.	927	N.A.	2,054
Ranger	8,228	.....	9,728	.....
Chevrolet				
Vans	10,856	8,206	24,942	20,761
Sportvan	1,393	1,278	3,352	3,601
S-10	25,046	.....	54,046	.....
LUV	3,146	9,595	8,826	21,303
El Camino	2,428	2,975	5,915	8,366
Blazer	3,573	1,446	9,594	5,127
Suburban	4,635	1,421	8,732	5,257
Conventional Pickups	46,840	37,056	116,150	103,647
Mediums	1,405	2,524	3,538	5,807
Chrysler				
Vans	5,596	4,215	15,213	10,837
Voyager	539	488	1,493	1,267
Ram Wagon	2,838	1,764	7,167	4,318
Rampage	2,172	.....	4,457	.....
Arrow	467	938	1,983	3,067
Ram 50	4,169	2,895	11,268	9,108
Trail Duster	33	172	148	548
Ramcharger	1,033	610	2,372	1,520
Conventional Pickups	7,560	6,286	21,862	17,160
GMC				
Vans	3,443	1,863	6,796	4,843
Caballero	343	427	783	1,209
S-15	4,923	.....	9,939	.....
Jimmy	933	356	2,088	1,168
Suburban	1,380	375	2,374	1,286
Conventional Pickups	13,149	8,987	29,250	25,983
P models	330	273	874	742
Mediums	2,522	1,935	6,745	5,469
Heavies	857	1,970	3,010	3,026

Carrier exchange will aid dealers, Rockwell claims

Continued from Page 24

carrier is immediately shipped F.O.B. to the dealer.

The dealer then replaces the existing carrier and returns it to Rockwell's Florence distribution center (freight prepaid) within 30 days. The only billing involved will occur either if the carrier is not returned within the specified time or if the carrier is not in satisfactory working condition, Lambert said.

The carrier exchange includes Rockwell's R-170 single rear axle and the SQHD, SQ-100, SQHP and SSHD tandem axles as installed in the major heavy-trucks manufactured in the U.S. and Canada.

Woody reaches 25

C. L. Woody Jr., right, dealer-operator, W & B Chevrolet Co., Inc., Bassett, Va., receives Chevrolet's 25-year dealer award plaque from R. L. Albinson, Richmond zone manager.

Police cruise in Eagle

Northampton (Mass.) police welcomed a new 1982 AMC Eagle to their fleet recently. The inspection committee includes, from left: Patrolman James R. Doolitle; Police Chief Henry A. Decker; Norman F. Cloutier, administrative aide to the selectmen, and Robert Cahillane, Cahillane Motors, Northampton, which delivered the vehicle. It will join the department's two Ford sedans in the line of duty.

BMW planning to expand remanufactured parts sales

MONTVALE, N. J.—BMW of North America's remanufactured parts exchange program has become a $1 million per month business, and the company is expanding its efforts in supplying these parts to its dealers.

According to Til Roemer, head of BMW's Parts Division, the company has always had an exchange program, but with the addition of a third parts distribution center in 1978, the program took off since distribution is a key.

The reason for getting into the remanufactured exchange program in the first place, he said, was to prevent the loss of customers to others in the aftermarket.

Roemer said that prices of new parts on some BMWs are too high for the owners, particularly the 2002 owners. If the company did not have the program, he said, it would have lost this market entirely.

And the parts availability covers all BMW models ever sold in the U. S. "We wanted a complete program," he said.

The parts manufactured by BMW in Germany, such as engines, are sent back to the parent company for remanufacture.

Other parts, such as starters and alternators manufactured by Bosch, are sent to Bosch which has a facility in Chicago. But Roemer stressed that the parts are remanufactured by the original manufacturer.

Two other keys to the system, Roemer said, are selling only through the dealer body and offering a better warranty than is currently available on remanufactured parts.

Roemer said that the warranty is six months plus labor while current aftermarket manufacturers do not offer labor.

Offering the program only to its dealers is a way for them to get into the wholesale parts business. "We want to reach the other markets," he said.

To accomplish this, Roemer said the company is planning a wholesale parts seminar for dealers to explain the investment needed, including the personnel and type of inventory.

In addition, he said the company is offering additional discounts for dealers on stock parts orders. The normal discount on parts is 35 percent, he said, but if it is a stock order there is an additional 12 percent subsidy and a 6 percent obsolescence credit for returns.

He added that to establish a wholesale parts business, the ideal situation is for the dealer to have a separate manager.

But will BMW ever sell to the aftermarket directly? Roemer said categorically no. The system will always be operated through the BMW dealers since it is beyond the capability of BMW of North America to market directly.

Auction opens

COLORADO SPRINGS.—Thursday will be weekly sale day for the Colorado Springs Auto Auction, which has opened at Interstate 25 and Exit 132 East.

Domestics fuel surge in sale of compact trucks

Continued from Page 24

during the month totaled 30,717 units, up 12.4 percent from last year's 27,330. The first-quarter count, however, was only 2 percent higher, moving from 67,431 units in 1981 to 68,797.

Chevrolet's S-10 pickup has firmly entrenched itself as the No. 1 compact, running far ahead of runnerup Toyota.

In March, Chevrolet dealers sold 25,046 S-10s, compared with 14,331 by Toyota dealers. Through March, the S-10 count was 54,459 units, as against 33,239 for Toyota.

The S-10's March and three-month sales accounted for almost 30 percent of the industry total.

In March, Toyota sales accounted for 17.1 percent of the total, compared with 23 percent last year when it was the No. 1 compact. Toyota's first-quarter share was 17.9 percent, compared with 25 percent a year ago.

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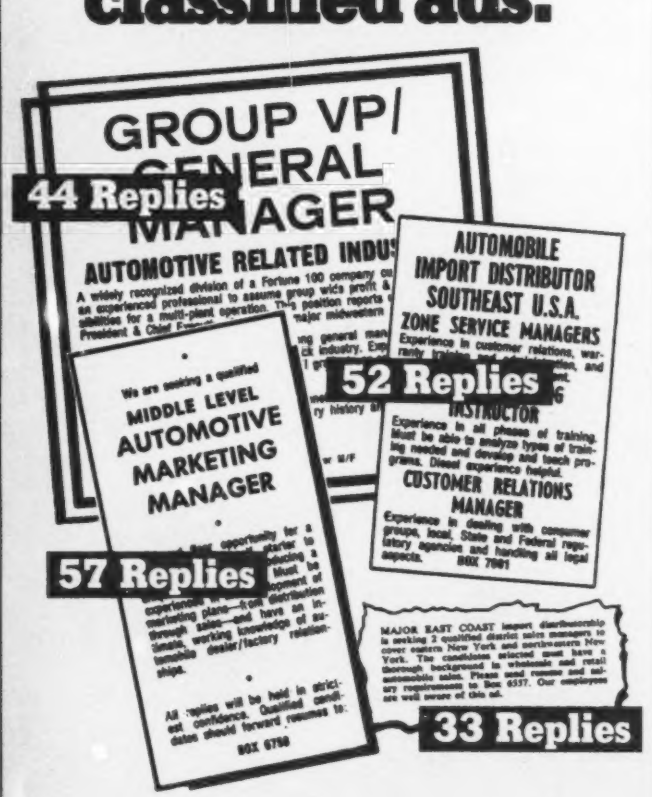

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Automotive News

250 recovered from 14 states

Sting operation nets stolen cars

ST. LOUIS. — FBI agents recovered more than 250 stolen cars and trucks from 14 states as a result of a sting operation that may result in indictments of 40 persons.

The sting operation — an auto salvage shop called "LeBlanc Motors" — had been set up in Scott County in Southeast Missouri in July, 1980, according to Glenn L. Young, special agent in charge of the FBI office here.

Some consumers, unaware that their vehicles were hot, had to give them up for evidence. Some had been purchased from legitimate auto dealers who also had been unaware they were dealing with stolen autos.

Between $3 million and $4 million worth of late-model cars and trucks were involved, Young said.

The sting operation started selling car parts to suspected auto thieves in an attempt to apprehend them and to put out of business St. Louis-area chop shops and retaggers.

In addition, the FBI agents bought 50 stolen vehicles from the suspects. Part of the money came from profits on merchandise sold in the salvage shop.

Young said some of the cars were set up to be stolen.

"These groups deal mostly with General Motors products," he said. "Some of those involved had worked for GM and knew what to look for."

Some were former GM hourly employes who were familiar with the confidential code.

Two men were arrested and accused of attempting to sell nearly half a million dollars worth of television and electronic equipment to undercover police at the sting operation. More arrests are expected.

Stolen vehicles were seized in Illinois, Kansas, Colorado, Louisiana, Nebraska, New Mexico, California, Wisconsin, Texas, Arkansas, Oklahoma, Tennessee, Kentucky and Missouri.

Local and county police were involved in the investigation, along with the FBI.

Japanese take smaller share of Norse sales

OSLO.--New-car registrations in Norway totaled 104,670 in 1981, compared with 96,550 a year earlier.

Japanese makes took a reduced share of the market, declining to 34.4 percent in 1981, down from 39.1 percent.

Registrations by make were:

12 mos., 1981		12 mos., 1980
2,654	Audi	2,948
1,491	BMW	1,038
1,479	Citroen	1,281
698	Daihatsu	970
7,746	Datsun	8,320
152	Dodge	64
1,549	Fiat	2,106
16,291	Ford	11,876
3,962	Honda	4,462
3,689	Lada	2,254
144	Lancia	266
11,948	Mazda	11,434
1,453	Mercedes-Benz	1,177
3,692	Mitsubishi	2,619
13,401	Opel	9,910
2,476	Peugeot	1,840
129	Polonez	197
2,007	Renault	2,953
2,172	Saab	1,902
2,160	Talbot	2,153
725	Skoda	712
903	Subaru	1,333
7,051	Toyota	8,226
8,660	Volkswagen	7,007
7,083	Volvo	6,936
955	Others	1,377
104,670	Total	95,550

Coach Builders moves to larger Fla. plant

HIGH SPRINGS, Fla.—Coach Builders Limited, Inc., a firm that designs, prototypes and builds convertible conversions, has moved its headquarters to a plant here four times the size of its old one in Ft. Lauderdale. Capacity will now be more than 500 convertibles annually.

The new address is 1320 N. Main St., High Springs, Fla. 32643, telephone (904) 454-2060.

Duke joins Volvo in financial post

ROCKLEIGH, N. J.—Michael T. Duke has been appointed to the newly created position of senior vice president, Finance, and chief financial officer of Volvo North America Corp.

Duke comes to Volvo from F & M Schaefer Corp., where he served in a similar capacity.

Mitsubishi Australia unveils its new Sigma GJ models

SYDNEY, Australia. — Mitsubishi Australia has launched its first completely new vehicle since the Japanese company gained control of the former Chrysler operation.

The rebodied Sigma is the first of several newcomers which the company believes will boost its sales to the number-three spot in the country.

Mitsubishi will begin making the front-drive Colt during the third quarter of the year. It will also launch a fully imported luxury car (in the $16,000 price class) and compete for the first time in the growing four-wheel-drive market.

To make sure that all corners of the market are covered, Mitsubishi will announce a turbo version of the new Sigma later in the year.

In launching the Sigma GJ series, Doug Coleman, deputy managing director, predicted that new-vehicle registrations will reach a record of 621,000 units in Australia this year. He said the four-cylinder medium-size class will account for 35 percent of all passenger-car sales and that one in every three medium cars will be a Sigma.

Priced from $7,462 to $10,369 (Australian), the new GJ range consists of four sedan models and three station wagons, with a choice of three engines and three transmissions.

This is the first new body for the Sigma since it was launched in October, 1977. For the past three years, Sigma has been Australia's top-selling four-cylinder car.

To stave off a possible challenge from the local Datsun Bluebird, Sigma has been given an extended wheelbase, roomier body, revamped suspension and higher equipment levels.

An extended drive over several hundred kilometers of smooth and unsealed roads confirms the company's claims that the noise level has been reduced, the riding comfort enhanced and stability improved.

Mitsubishi claims that the interior noise level has been cut by 25 percent.

The engine range comprises the 2-liter Aston with its much publicized counter-balancing shafts, a bigger 2.6-liter unit and a revised version of the 1.6-liter Saturn engine.

Despite the strong family resemblance in the styling, Sigma GJ has a new body, with flush mounted single headlights, slanted nose and sloping hood. There's an air dam at the front and a small integral spoiler on the trunk lid.

Company engineers say that the drag coefficient has been reduced from 0.43 to 0.41 and the lift coefficient from 0.37 to 0.30.

Trunk space has been increased 13 percent over the previous GM model mainly due to relocation of the rear suspension springs.

The sedan is slightly longer, wider and higher than the GH.

The interior has reshaped seats which allow increased passenger legroom.

There is a new instrument cluster, and the manual gearshift and the handbrake have been relocated for easier use.

The equipment levels have been lifted in all models. Four-wheel disk brakes are standard on the SE and GSR models and optional on the GL.

New Sigma from Mitsubishi Australia

The Sigma GJ series is the first completely new vehicle from Mitsubishi Australia since it gained control of the former Chrysler operation. The GJ series consists of four sedans and three station wagons with a choice of three engines and three transmissions.

Mardikian makes cars street-legal

Importer of exotics finds a boom

NEWPORT BEACH, Calif. — At a time when a depressed market has thrown the domestic automotive industry into low gear, sales in the imported exotic-car field are going full throttle, according to an importer here.

"The exotic car market has never been as strong as it is today," said Albert A. Mardikian, one of the world's largest importers of high-performance European classics and president-founder of Trend Import Sales, Inc./Albert Mardikian Engineering. "The market is booming.

"Only a year ago we were converting two or three imports a week to make them 'street legal' in the U. S. under state and federal DOT and EPA requirements. Today, our engineering division legalizes 15 to 20 cars a week," Mardikian said. "Business is growing so fast that we're accelerating our long-range expansion plans both here and abroad."

With a busy showroom and sales outlet here, an engineering facility in Goleta, and with sales arms in Brussels and Cologne, the 36-year-old Mardikian also plans to establish sales outlets in Beverly Hills, Florida and Texas.

To accommodate the mushrooming demand for conversion of hard-to-get European classics, Mardikian has launched his first-stage expansion in Orange County, Calif.

He recently opened his new Division of Compliance Testing and Fabrication, a 50,000-square-foot facility in Costa Mesa. There his engineering experts convert and test European imports — Ferrari, Lamborghini, Mercedes Benz, Porsche, BMW, Citroen, Rolls-Royce and others — to meet government safety and omission standards.

Heading the Costa Mesa facility is Sam Agob, supervisor of testing and compliance. George Gemayel serves as chief of engineering and federal laboratory testing. Sarkis Kevork is chief of engineering and fabrication.

The recent appointment of Jean Gemayel as his assistant is another step in Mardikian's expansion program. Gemayel represented BMW and other European auto makers in 21 nations before coming to the U. S. two years ago.

Mardikian, who graduated from Northrop Institute of Technology in 1971 with an engineering degree, attributes the burgeoning growth of the automotive imports market to at least two major factors:

"For one thing, American motorists are getting fed up with all this emphasis upon driving small econoboxes. For another, they're buying European classics as a solid form of investment. These extraordinarily fine cars usually appreciate in value at a substantial rate."

To service this growing demand, Mardikian is hiring technical specialists away from the manufacturers of these European classics.

Exotics for U. S.

The twin-turbo Ferrari 512 Boxer, left, and the twin-turbo Lamborghini Countach SS are among the exotic European cars in strong demand in the U. S., reports importer-converter Albert A. Mardikian. Both of these cars produce over 700 HP and top speeds in excess of 225 MPH, Mardikian says.

SOUND-EQUIPMENT OPTIONS INSTALLED ON 1981 U. S. MODELS

	AM Radio	Percent of Output	AM/FM Radio (Mono)	Percent of Output	AM/FM Stereo Radio	Percent of Output	AM/FM Stereo w/8-track	Percent of Output	AM/FM Stereo w/8-track and CB	Percent of Output	AM/FM Stereo w/Cassette	Percent of Output	AM/FM Stereo w/Cassette and CB	Percent of Output	AM/FM Stereo w/CB	Percent of Output
AMERICAN MOTORS	53,659	39.1	—	—	31,328	22.8	N.A.	—	N.A.	—	N.A.	—	N.A.	—	1,350	1.0
Spirit	25,246	56.6	—	—	8,095	18.2	N.A.	—	N.A.	—	N.A.	—	N.A.	—	73	0.2
Concord	21,568	39.1	—	—	13,473	24.5	N.A.	—	N.A.	—	N.A.	—	N.A.	—	376	0.7
Eagle/SX-4	6,845	18.3	—	—	9,760	26.1	N.A.	—	N.A.	—	N.A.	—	N.A.	—	901	2.4
CHRYSLER CORP.	269,876	36.8	95,678	13.0	140,400	19.1	16,621	2.3	N.A.	—	19,831	2.7	N.A.	—	9,136	1.2
C-P Total	152,591	36.2	55,510	13.2	82,775	19.6	11,158	2.6	N.A.	—	13,038	3.1	N.A.	—	6,569	1.6
Horizon	43,851	50.1	11,729	13.4	8,665	9.9	525	0.6	N.A.	—	875	1.0	N.A.	—	N.A.	—
Reliant	74,528	36.4	28,460	13.9	38,442	18.8	3,276	1.6	N.A.	—	4,914	2.4	N.A.	—	3,890	1.9
TC3	17,766	34.0	6,532	12.5	14,213	27.2	941	1.8	N.A.	—	1,202	2.3	N.A.	—	N.A.	—
Gran Fury	2,680	34.6	1,301	16.8	132	1.7	15	0.2	N.A.	—	15	0.2	N.A.	—	69	0.9
Cordoba	2,293	11.3	1,745	8.6	8,888	43.8	2,496	12.3	N.A.	—	2,354	11.6	N.A.	—	609	3.0
LeBaron	10,669	27.8	5,066	13.2	8,827	23.0	1,535	4.0	N.A.	—	1,689	4.4	N.A.	—	1,228	3.2
Chrysler	804	7.6	677	6.4	3,608	34.1	2,370	22.4	N.A.	—	1,989	18.8	N.A.	—	773	7.6
Dodge Total	117,285	37.6	40,168	12.9	57,625	18.5	5,463	1.8	N.A.	—	6,793	2.2	N.A.	—	2,567	0.8
Omni	30,312	46.6	8,781	13.5	6,375	9.8	325	0.5	N.A.	—	650	1.0	N.A.	—	N.A.	—
024	16,886	33.9	5,429	10.9	14,793	29.7	1,195	2.4	N.A.	—	1,146	2.3	N.A.	—	N.A.	—
Aries	58,876	37.2	21,683	13.7	27,222	17.2	2,216	1.4	N.A.	—	3,482	2.2	N.A.	—	1,741	1.1
Diplomat	7,057	32.9	2,853	13.3	3,003	14.0	386	1.8	N.A.	—	322	1.5	N.A.	—	279	1.3
Mirada	1,630	13.7	1,035	8.7	5,271	44.3	1,142	9.6	N.A.	—	1,071	9.0	N.A.	—	464	3.9
St. Regis	2,524	45.7	387	7.0	961	17.4	199	3.6	N.A.	—	122	2.2	N.A.	—	83	1.5
FORD MOTOR	437,788	29.1	89,736	6.0	485,241	32.3	75,250	7.1	N.A.	—	145,853	9.7	N.A.	—	13,956	0.9
Ford Division	340,940	33.4	64,795	6.3	314,653	30.8	24,974	2.4	N.A.	—	72,067	7.1	N.A.	—	N.A.	—
Escort	128,251	43.2	23,632	8.0	61,647	20.8	N.A.	—	N.A.	—	13,968	4.7	N.A.	—	N.A.	—
EXP	16,879	23.6	2,621	3.7	22,979	32.1	1,057	1.5	N.A.	—	14,801	20.7	N.A.	—	N.A.	—
Fairmont	88,006	45.4	13,375	6.9	44,584	23.0	1,769	1.1	N.A.	—	3,295	1.7	N.A.	—	N.A.	—
Must./Must. II	41,486	25.5	9,974	6.1	44,696	27.5	5,477	3.0	N.A.	—	13,494	8.3	N.A.	—	N.A.	—
Granada	35,461	32.0	10,792	9.7	39,061	35.3	2,670	2.2	N.A.	—	4,524	4.1	N.A.	—	N.A.	—
T-Bird	9,161	11.9	1,275	1.7	39,462	51.3	8,062	9.3	N.A.	—	10,394	13.5	N.A.	—	N.A.	—
Ford*	21,696	18.3	3,126	2.6	62,224	52.6	5,939	7.6	N.A.	—	11,591	9.8	N.A.	—	N.A.	—
L-M Division	96,848	20.1	24,941	5.2	170,588	35.4	50,276	10.4	N.A.	—	73,786	15.3	N.A.	—	13,956	2.9
Lynx	44,343	39.6	9,966	8.9	25,643	22.9	N.A.	—	N.A.	—	10,190	9.1	N.A.	—	N.A.	—
Capri	9,255	15.7	3,537	6.0	26,349	44.7	2,476	4.2	N.A.	—	8,606	14.6	N.A.	—	N.A.	—
Zephyr	20,352	30.6	4,855	7.3	29,397	44.2	1,064	1.6	N.A.	—	2,461	3.7	N.A.	—	N.A.	—
Cougar	11,589	21.6	5,365	10.0	22,963	42.8	2,200	4.1	N.A.	—	4,668	8.7	N.A.	—	N.A.	—
XR-7	3,168	8.5	634	1.7	16,066	43.1	3,914	10.5	N.A.	—	5,964	16.0	N.A.	—	N.A.	—
Mercury	3,513	5.7	N.A.	—	28,415	46.1	9,431	15.3	*	—	10,232	16.6	*	—	2,712*	4.4
LN7	4,628	20.6	584	2.6	8,110	36.1	539	2.1	N.A.	—	6,425	28.6	N.A.	—	N.A.	—
Lincoln*	N.A.	—	N.A.	—	8,177	24.9	14,285	43.5	*	—	10,377*	31.6	*	—	2,693*	8.2
Mark VI*	N.A.	—	N.A.	—	5,468	14.9	16,367	44.6	*	—	14,863	40.5	*	—	8,551*	23.3
GENERAL MOTORS	1,214,693	28.9	376,819	9.0	1,370,991	32.6	227,356	5.4	27,482	0.7	561,711	13.4	31,436	0.7	22,106	0.5
Buick Division	175,060	20.4	83,876	9.8	345,993	40.4	60,022	7.0	3,017	0.4	102,013	11.9	3,948	0.5	5,920	0.7
Skylark	100,472	38.3	25,183	9.6	103,882	39.6	3,934	1.5	262	0.1	17,314	6.6	524	0.2	787	0.3
LeSabre	9,300	10.4	4,194	4.7	46,526	52.5	6,958	7.8	N.A.	—	15,612	17.5	N.A.	—	1,427	1.6
Century	38,163	26.5	13,914	9.6	60,758	42.1	4,905	3.4	N.A.	—	12,984	9.0	N.A.	—	721	0.5
Regal	27,125	11.3	11,582	4.8	129,957	54.1	13,211	5.5	N.A.	—	31,226	13.0	N.A.	—	721	0.3
Electra	N.A.	—	14,011	20.3	2,570	3.7	23,109	33.9	1,449	2.1	23,109	33.5	1,656	2.4	1,380	2.0
Riviera	N.A.	—	14,992	28.8	2,300	4.4	7,905	15.2	1,306	2.5	1,768	3.4	1,768	3.4	884	1.7
Cadillac Division	N.A.	—	N.A.	—	67,282	26.7	39,060	15.5	20,145	8.0	100,987	40.0	19,865	7.9	N.A.	—
Cimarron**	N.A.	—	N.A.	—	N.A.	—	—	—	N.A.	—	9,821	60.6	N.A.	—	N.A.	—
Seville	N.A.	—	N.A.	—	4,945	17.0	3,488	12.2	2,523	8.8	13,876	48.5	3,533	12.4	N.A.	—
Eldorado	N.A.	—	N.A.	—	11,500	19.2	8,504	14.0	5,122	8.5	29,515	48.7	5,810	9.6	N.A.	—
Cadillac	N.A.	—	N.A.	—	50,837	34.1	27,068	18.2	12,500	8.4	47,775	32.1	10,522	7.1	N.A.	—
Chevrolet Division	851,354	50.9	222,436	13.3	244,906	14.6	38,656	2.3	913	.05	153,318	9.2	2,647	0.2	2,969	0.2
Chevette	328,228	72.3	80,808	17.8	21,791	4.8	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Cavalier	39,533	60.7	11,528	17.7	10,551	16.2	521	.8	N.A.	—	22,796	3.5	N.A.	—	N.A.	—
Camaro	25,031	19.8	8,264	6.6	26,008	20.6	8,182	6.5	N.A.	—	23,665	18.8	N.A.	—	208	0.2
Citation	271,175	65.6	50,019	12.1	75,648	18.3	N.A.	—	N.A.	—	N.A.	—	N.A.	—	N.A.	—
Malibu	99,759	44.0	31,969	14.1	36,276	16.0	2,041	0.9	N.A.	—	56,682	2.5	N.A.	—	227	—
Monte Carlo	37,865	24.1	15,397	9.8	46,820	29.8	8,798	5.6	N.A.	—	9,270	5.9	N.A.	—	314	0.2
Chevrolet	49,763	26.9	23,493	12.7	22,017	31.7	9,805	5.3	N.A.	—	15,169	8.2	N.A.	—	2,220	1.2
Corvette	N.A.	—	958	2.1	5,795	12.7	9,309	20.4	913	2.0	25,736	56.4	2,647	5.8	N.A.	—
Oldsmobile Division	105,100	11.2	37,306	4.0	499,328	53.1	67,286	7.2	3,407	0.4	152,246	16.2	4,976	0.6	9,938	1.1
Omega	51,651	34.9	10,502	7.0	68,834	46.5	2,296	1.6	N.A.	—	10,874	7.4	N.A.	—	486	0.3
Cutlass	27,389	13.9	12,663	6.4	110,733	56.5	6,204	3.2	N.A.	—	20,803	10.6	N.A.	—	1,320	0.7
Cutlass Supreme	17,446	6.1	10,201	3.5	166,940	58.4	17,469	6.1	N.A.	—	43,969	15.4	N.A.	—	986	0.3
Oldsmobile	8,614	3.2	3,940	1.4	144,291	53.7	29,496	11.0	2,108	0.8	59,706	22.2	2,738	1.0	6,042	2.2
Toronado	N.A.	—	N.A.	—	8,530	20	11,821	27.7	1,299	3.0	16,894	39.7	2,238	5.0	1,104	2.6
Pontiac Division	83,179	17.3	33,201	6.9	213,482	44.4	22,332	4.6	N.A.	—	53,147	11.0	N.A.	—	3,279	0.7
Firebird	6,378	9.0	2,042	2.9	23,856	33.6	5,023	7.1	N.A.	—	20,527	28.9	N.A.	—	267	0.4
Phoenix	52,858	41.3	14,243	11.1	46,940	36.7	1,830	1.4	N.A.	—	6,377	5.0	N.A.	—	N.A.	—
Grand Prix	10,184	9.4	4,550	4.2	56,339	52.0	5,742	5.3	N.A.	—	12,135	11.2	N.A.	—	433	0.4
LeMans	20,073	27.9	8,130	11.3	30,434	42.3	1,007	1.4	N.A.	—	2,878	4.0	N.A.	—	216	0.3
Pontiac	7,394	7.2	4,236	4.2	55,913	54.8	8,730	8.6	N.A.	—	11,230	11.0	N.A.	—	2,363	2.3
VOLKSWAGEN	N.A.	N.A.	42,487	23.6	21,919	12.2	N.A.	N.A.	N.A.	—	15,741	8.8	N.A.	—	N.A.	—
Total Cars, U. S.	1,976,016	29.2	604,720	8.9	2,049,879	30.3	319,227	4.7	27,482	0.4	743,136	11.0	31,436	0.5	46,548	0.7

*Lincoln-Mercury does not break out specific radio types with CB. All sound systems equipped with a CB are included in the AM/FM w/CB column.

**—Cimarron offered only AM/FM stereo with cassette tape during the abbreviated '81 production run. Some 39.4 percent of buyers chose to delete it, since it was billed as a delete option. Cadillac does not promote radios in its other lines as delete options, although it said customers always retained that prerogative. It didn't track deletes of radios on other lines, but guessed they were fewer than 1 percent. AM/FM stereo is standard on all Cadillac lines, except Cimarron.

factories list auction dates

Chrysler Corp.

April 20 — Dallas Auto Auction, 4226 E. Main, Dallas; Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

April 21—Clanton's Auto Auction, Darlington, S. C.; Concord Auto Auction, Hosmer St., Acton, Mass.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

April 22—Nashville Auto Auction, 1406 Lebanon Rd., Nashville, Tenn.

April 27—Harrisonburg Auto Auction, Harrisonburg, Va.; South Seattle Auto Auction, 19443 77th Ave. S., Kent, Wash.

April 28—Central States Auto Auction, 824 S. Taft, Mason City, Ia.; Northway Exchange, Clifton Park, N. Y.

American Motors

April 20—Ohio Auto Auction, Columbus, O.; D-A Auto Auction, New Stanton, Pa.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.

April 21 — Southern Auto Sales, Warehouse Point, Conn.; Dallas Auto Auction, Grand Prairie, Tex.; Sand Mountain Auto Auction, Boaz, Ala.; Central States Auto Auction, Mason City, Ia.

April 22—Atlanta Auto Auction, Red Oak, Ga.

April 23—Concord Auto Auction, Acton, Mass.

April 27—Aptco Auto Auction, Taylor, Mich.

April 28—Minneapolis Auto Auction, Shakopee, Minn.

April 29—Todd Auto Auction, Telford, Pa.; Fredericksburg Auto Auction, Fredericksburg, Va.; Evansville Auto Auction, Evansville, Ind.

April 30—Union Pacific Railhead, Montebello, Calif.

Colorado dealers to hear Naughton

COLORADO SPRINGS. — John Naughton, Chrysler Corp. executive vice president, sales and marketing, will be principal speaker at the annual meeting April 25-27 of the Colorado Automobile Dealers Assn. at the Broadmoor Hotel.

Used car sales
Auction Averages

April to date	$4,592
Month ago	$4,823
Year ago	$4,068

Japan's imports exceed exports in know-how field

TOKYO. — It will surprise many Americans to learn Japan is a bigger importer than exporter when it comes to technical know-how, particularly in the auto field.

That fact was revealed in the Scientific and Technology Research Report, 1982 edition, published by the Statistics Bureau of the Prime Minister's Office.

In fiscal 1980, the most recent year for which figures are available, Japan paid out $42 million for imported technology and received $34 million for exported know-how.

According to the report, technical imports pertained to many car parts. For example, Jidosha Kiki was listed as acquiring turbocharger technology from Bendix Corp. and fuel injector technology from Robert Bosch of West Germany.

Mitsubishi Motors Corp. was cited as having received front-wheel suspension technology from BMW and Toyo Kogyo as getting suspension strut technology from BMW.

Honda Motor Co. was shown as having bought interior and exterior designs from Pininfarina of Italy and Isuzu Motors, Ltd., acquired electronic control technology from General Motors.

Cream of American design

High fashion and luxury car design combined in display at Fashion Island shopping mall, Newport Beach, Calif. Atlas Chrysler-Plymouth, Costa Mesa, provided LeBaron, Imperial and New Yorker models in conjunction with Harper's Bazaar magazine promotion "Fashion '82: American Design at its Best." Kathleen Lauren, left, director of advertising and promotion for Fashion Island, and Curt Davis, Atlas general sales manager, check out the display prior to opening.

Model breakdown
Auction Averages

	April To Date	March	February
1982	$9,855	$9,019	$7,719
1981	7,037	6,839	6,422
1980	5,468	5,439	5,282
1979	4,491	4,759	4,487
1978	3,589	3,849	3,658
1977	2,853	2,953	2,783
1976	2,038	2,281	2,189
1975	1,553	1,695	1,798
Overall Average	$4,592	$4,781	$4,687

Mitsubishi names Lepley Eastern regional chief

FOUNTAIN VALLEY, Calif. — Mitsubishi Motor Sales of America has appointed Rick A. Lepley Eastern regional manager. He will be based in Bridgeport, N. J.

Lepley most recently was director of corporate marketing for Mid-Atlantic Toyota Distributors, Glen Burnie, Md. Earlier, he was with Chrysler Corp. as Chrysler-Plymouth zone sales manager, Los Angeles.

used-car auction directory

Display Rates: $59.00 per column inch (minimum space, 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type - 1 time, $17.00; 13-times, $13.00; 26-times, $11.50; 52-times, $10.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

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Greater Chicago Auto Auction. Every Thursday—1 P.M. Sharp. 800—1,000 cars & trucks. 312-887-3600.

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After cutback in holiday week

Auto production climbs to 113,476

U. S. auto makers last week scheduled output of 113,476 units, a 25.88-percent boost from the previous work week when schedules were cut to four days because of the Good Friday holiday.

Last week's output was up substantially from the previous week's production of 90,147 but was still down 7.12 percent from the 122,173 assemblies of the comparable 1981 week.

The return to a five-day work week was enough to offset downtime last week at five U. S. assembly plants. General Motors closed its Framingham, Lordstown, Fremont and Leeds assembly points, while Ford Motor Co. shut its Lorain point.

All of those plants except GM Leeds were scheduled to return to work today (April 19). The GM Janesville and Oklahoma City plants are still down for changeover.

Last week's production was also boosted by Saturday overtime at the GM Tarrytown and Van Nuys plants. Tarrytown builds Skylark, Phoenix and Citation. Van Nuys is a source for Camaro and Firebird.

All Chrysler Corp. plants were reported open last week. American Motors also was open last week. An AMC spokesman said no downtime was expected until June, at which time Kenosha will close for two weeks for changeover to production of the new AMC/Renault Alliance model.

Breakdown for last week's production was GM, 56.42 percent; Ford, 25.55 percent; Chrysler, 13.66 percent; Volkswagen of America, 3.14 percent, and AMC, 1.23 percent.

Year-to-date automotive production trails last year's by 30.99 percent. At the end of last week, makers had assembled 1,333,326 cars this year, down from the 1,932,162 assembled during the equivalent period in 1981.

Japanese car shipments to U.S. post a decline

WASHINGTON. — Exports of Japanese cars to the U. S. in February were down 18 percent from the year-earlier month, but exports of trucks to the U.S. were up 29.7 percent, the Japan Automobile Manufacturers Assn. reported.

Trucks are not covered by the voluntary export limitations the Japanese makers adopted effective April 1, 1981. The agreement, which calls for a maximum of 1,680,000 cars a year, has been extended for another year.

Car exports to the U. S. for the month totaled 123,458, down from 150,517 a year earlier. On an annualized basis, the February figure would be about 1.48 million, well below the voluntary quota.

Industry sources suggested that difficulties encountered in shipping cars during the winter could be a factor. The January total of 131,498 was also below average.

For the first two months of this year, car exports to the U.S. were 254,956, down 19.8 percent from the 1981 total of 317,992. There were no restrictions during the 1981 period.

Truck exports to the U. S. in February were 50,578, compared with 39,006 last year. For two months, the truck total was 90,860, up 12.5 percent from 80,736 in 1981.

Combined car and truck exports to the U.S. were 174,036 in February, which was 8.2 percent below last year's 189,523. For two months, the total was down 13.3 percent, 345,816 this year and 398,728 in 1981.

• JAMA reported that Japan's motor-vehicle production, domestic registrations and overall exports were all lower in February than in the year-earlier month.

Car production was 560,291 in February, about the same as 557,791 a year ago, but truck output (313,513) was down 4.8 percent and bus production (5,919) was off 40.2 percent. Total production of 879,723 vehicles was off 1.9 percent from 896,981 in 1981.

Car registrations in Japan in February rose 5.8 percent to 209,752 from 198,251 in 1981. But truck registrations slipped to 82,004, down 18.7 percent, and bus registrations of 1,737 were down 14 percent from 1,524.

Total registrations for February were 293,493, down 2.4 percent from 300,691 in 1981.

Worldwide car exports were 307,305 in February, down 15.9 percent from 365,319 a year ago. Truck exports were up 2.9 percent at 161,514 vs. 156,917, but bus exports fell by almost half, to 4,162 from 8,216.

Hall of Fame to meet May 12

MIDLAND, Mich. — Automotive Hall of Fame, Inc. (formerly AOT, Inc.) will hold its fifth annual convention and dinner reception May 12 at the Hyatt Regency Hotel in Dearborn.

Main speaker will be Stanley W. Gustafson, president of Dana Corp.

The third annual award for young leadership and excellence will be presented during the meeting.

Truck production nears 40,000 on full work week

U. S. truck production increased 19.90 percent last week as assembly plants returned to normal scheduling following the previous week's holiday-shortened period.

Makers built 39,776 units last week, up from 33,173 built the previous four-day work week, and up 13.62 percent from the 35,008 assembled during the comparable 1981 week.

General Motors' St. Louis plant was scheduled to work Saturday overtime last week. The plant builds C and K series pickups. In addition, Chrysler Corp.'s Warren truck assembly plant worked a daily nine-hour shift last week, the seventh consecutive week of such overtime at the plant.

Ford's Kentucky Truck plant was closed last week. American Motors' Toledo assembly plant reopened April 13 following an extended holiday sojourn.

Year-to-date, U. S. truck manufacturers have assembled 541,579 units, up 1.16 percent from 535,358 built during the equivalent period last year.

Car-truck output climbs in Canada after holiday lag

Canadian car manufacturers last week slated production of 21,150 units, a 29.81-percent increase over the 16,292 built during the previous holiday-shortened week.

Last week's Canadian output also represented a 11.40-percent increase over the 18,984 cars built during the corresponding week in 1981.

All makers except AMC reported production increases. AMC output remained steady.

Year-to-date, Canadian makers have assembled 249,958 cars, up 6.22 percent from the 235,310 built during the comparable 1981 period.

Canadian truck production also posted a substantial increase last week. Truck builders assembled 12,469 units, up 38.43 percent from the 9,007 built the previous week and up 29.75 percent from 9,610 built during the comparable week last year.

Year-todate, 1982 truck production is running 12.26 percent behind last year. Makers have built 147,261 units this year, down from 167,834 built during the equivalent 1981 period.

U. S. CAR PRODUCTION

	Week Ended April 17, 1982	Week Ended April 18, 1981	Week Ended April 10, 1982	April to Date	Jan. 1 to April 18, 1981	Jan. 1 to April 17, 1982
AMERICAN MOTORS	1,400*	2,220*	1,400*	3,061*	30,654*	16,695*
Spirit	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
Eagle	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	15,500	14,778	11,067	28,702	238,721	167,765
Plymouth Total	6,300	7,424	4,484	11,624	118,237	70,159
Horizon	2,700	3,241	1,433	4,133	44,023	21,167
Reliant	3,600	4,057	3,051	7,491	65,052	48,992
Caravelle	.....	126	.....	.....	1,714	.....
Gran Fury	.....	.....	.....	.....	7,448	.....
Chrysler Total	3,100	1,054	2,045	5,670	19,092	31,714
LeBaron	3,100	1,054	2,045	5,670	14,230	31,714
Chrysler	.....	.....	.....	.....	4,862	.....
Dodge Total	6,100	6,300	4,538	11,408	101,392	65,892
Omni	2,200	2,055	1,513	3,713	33,524	19,899
Aries	3,300	3,454	2,399	6,304	52,959	36,971
Diplomat	.....	791	.....	.....	11,227	.....
Dodge 400	600	.....	626	1,391	.....	9,022
St. Regis	.....	.....	.....	.....	3,682	.....
FORD MOTOR	28,989	27,356	20,883	54,469	404,721	270,928
Ford Division	18,683	18,747	14,272	35,818	281,225	166,069
Escort	7,923	5,291	5,714	14,732	118,448	74,801
Fairmont	3,544	4,314	2,363	6,508	55,806	26,232
Must./Must. II	3,511	3,547	2,632	6,728	41,516	30,471
Granada	3,513	2,426	1,969	6,027	21,333	25,289
Thunderbird	.....	1,785	1,447	1,447	19,065	7,527
Ford	.....	1,384	.....	.....	25,057	.....
EXP	192	.....	147	376	.....	1,749
L-M Division	10,306	8,609	6,611	18,651	123,496	104,859
Mercury Total	8,246	7,291	5,360	14,923	105,896	76,140
Lynx	2,620	2,101	1,592	4,546	40,640	30,516
Capri	1,007	1,127	531	1,733	12,270	8,145
Zephyr	1,066	1,153	741	1,982	15,407	21,570
Cougar	1,755	1,050	781	2,793	10,023	13,114
XR-7	.....	808	478	478	7,861	2,561
Mercury	1,740	1,052	1,186	3,272	19,695	21,111
LN7	58	.....	51	119	.....	382
Lincoln Total	2,060	1,318	1,251	3,728	17,600	28,719
Continental ('82)	413	.....	250	746	.....	6,274
Lincoln	1,013	659	609	1,791	8,348	11,795
Mark VI	634	659	392	1,191	9,252	10,650
GENERAL MOTORS	64,022	74,364	53,889	132,230	1,199,644	846,298
Buick Division	14,017	16,690	12,657	30,163	283,550	201,480
Skylark	3,074	4,000	1,994	5,753	78,706	36,650
Skyhawk J	.....	.....	2,494	3,061	.....	22,327
Century	2,258	3,653	1,852	4,589	57,044	36,122
Regal	4,555	5,346	3,209	8,709	78,933	51,111
Buick	3,170	2,709	2,444	6,260	50,907	46,436
Riviera	960	982	664	1,791	17,960	8,834
Cadillac Division	5,700	5,021	4,187	11,022	89,201	69,599
Cimarron	.....	13	.....	.....	39	1,401
Seville	600	553	414	1,134	9,749	7,096
Eldorado	1,500	956	1,033	2,832	20,307	18,617
Cadillac	3,600	3,499	2,740	7,056	59,106	42,485
Chevrolet Division	23,285	26,014	19,694	48,340	420,687	247,146
Chevette	6,550	5,968	5,323	13,237	92,693	52,317
Cavalier	.....	448	1,325	1,706	1,161	28,189
Celebrity	.....	.....	1,676	2,171	.....	14,473
Camaro	6,025	2,455	3,872	10,983	39,587	61,227
Citation	4,590	6,087	2,536	7,987	109,179	38,714
Malibu	3,280	4,373	2,687	5,619	76,517	23,541
Monte Carlo	1,765	2,571	1,413	3,494	39,508	14,011
Chevrolet	475	3,792	380	940	51,574	5,537
Corvette	500	320	482	1,203	10,468	8,737
Oldsmobile Division	12,547	17,363	10,647	25,594	283,671	228,083
Omega	1,710	2,489	1,129	3,160	47,310	24,620
Firenza	.....	.....	1,371	1,767	.....	23,615
Cutlass	2,400	9,264	1,560	3,960	132,885	59,075
Cutlass/Ciera	2,542	.....	2,057	5,064	.....	33,635
Oldsmobile	5,355	4,715	4,162	10,602	88,224	77,113
Toronado	540	895	368	1,041	15,252	10,025
Pontiac Division	8,473	9,276	6,704	17,111	122,535	99,990
Acadian†	490	422	492	1,055	7,392	2,970
J2000	.....	719	817	979	1,916	5,172
T1000	400	1,754	236	703	12,572	2,776
Firebird	3,305	795	2,098	5,995	15,399	33,529
Phoenix	998	1,963	523	1,696	35,444	8,230
Grand Prix	1,640	1,970	1,020	2,991	28,026	21,793
Bonneville ('82)	1,640	.....	1,031	2,998	.....	21,721
A6000	.....	.....	487	694	.....	3,799
LeMans	.....	1,279	.....	.....	17,099	.....
Pontiac	.....	374	.....	.....	4,687	.....
VOLKSWAGEN	3,565	3,475	2,908	6,473	57,789	30,740
CHECKER	.....	.....	.....	20*	633*	900*
Total Cars, U. S.	113,476	122,173	90,147	224,975	1,932,162	1,333,326

TRUCK PRODUCTION IN U. S.†

	Week Ended April 17, 1982	Week Ended April 18, 1981	Week Ended April 10, 1982	April to Date	Jan. 1 to April 18, 1981	Jan. 1 to April 17, 1982
CHEVROLET	13,645	12,826	10,231	26,391	183,167	185,574
DODGE	3,200	1,744	1,740	5,487	23,355	36,921
FORD	12,948	12,168	13,989	30,600	182,002	186,017
GMC	5,748	3,029	4,010	10,823	63,091	68,896
INTERNATIONAL	950	1,359	742	1,924	23,740	15,008
VOLKSWAGEN	715	862	481	1,196	14,082	5,933
JEEP	1,520*	1,600*	1,140*	3,040*	27,386*	23,390*
AM GENERAL	50*	70*	40*	100*	1,285*	640*
MISCELLANEOUS	1,000*	1,350*	800*	2,000*	17,250*	19,200*
Total Trucks, U. S.	39,776	35,008	33,173	81,561	535,358	541,579

CANADIAN TRUCK PRODUCTION

	Week Ended April 17, 1982	Week Ended April 18, 1981	Week Ended April 10, 1982	April to Date	Jan. 1 to April 18, 1981	Jan. 1 to April 17, 1982
CHRYSLER CORP.	2,080	1,500	1,453	3,713	19,691	27,616
FORD MOTOR	3,345	2,333	2,227	6,283	52,420	36,010
GENERAL MOTORS	6,784	5,571	5,166	13,328	91,892	80,010
INTERNATIONAL	260	197	161	474	3,831	3,598
Total Trucks, Canada	12,469	9,610	9,007	23,798	167,834	147,261
N. American Trucks	52,245	44,618	42,180	105,359	703,192	688,840

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

CANADIAN CAR PRODUCTION

	Week Ended April 17, 1982	Week Ended April 18, 1981	Week Ended April 10, 1982	April to Date	Jan. 1 to April 18, 1981	Jan. 1 to April 17, 1982
AMERICAN MOTORS	480	581	486	1,068	9,132	7,775
CHRYSLER CORP.	3,440	1,537	2,396	6,110	6,796	48,462
FORD MOTOR	9,005	5,952	6,147	16,891	49,774	77,634
GENERAL MOTORS	8,000	10,734	7,063	16,592	166,357	112,880
VOLVO	225	180	180	450	3,251	3,207
Total Cars, Canada	21,150	18,984	16,292	41,131	235,310	249,958
N. American Cars	134,626	141,157	106,439	266,106	2,167,472	1,583,284
N. American Trucks	52,245	44,618	42,180	105,359	703,192	688,840
North American Cars and Trucks	186,871	185,775	148,619	371,465	2,870,664	2,272,124

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

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Nissan's newest

Stingy Sentra bows in U. S.

The XE hatchback coupe is one of the new Nissan Sentra models debuting in the U. S. May 1. The 1982½ front-drive replacement for the 210 series is also offered in two-door and four-door sedans and four-door station wagon. Nissan said the Sentra MPG version is the highest-mileage gasoline-engine car sold in the U. S., yielding EPA ratings of 58 MPG highway, 43 MPG city and 48 MPG combined. Prices range from $4,949 to $6,899. Story and another photo on Page 8.

New-car sales inch ahead, stir cautious optimism

By Kathleen Hamilton
News Editor

Maybe it's the warmth of spring, or maybe it's the latest round of factory incentives, but domestic dealers surveyed by AUTOMOTIVE NEWS last week were cautiously optimistic in their short-term sales forecasts and many reported their business is inching ahead of 1981.

Ford Motor Co. dealers were happiest of the lot. Blessed with a rebate and an extended warranty and free maintenance package, dealers said Ford customers seem to be responding and shopping.

General Motors dealers unanimously agreed their 12.8-percent interest plan isn't generating the same degree of enthusiasm that a similar incentive did last year.

"We're having a better month than March—sales are up 10 to 15 percent — but last time, it doubled our sales," said John Carnahan, general manager of Woodfin-Smith Pontiac (and Isuzu), Baton Rouge, La.

Beyond that, reaction was mixed. GM dealers who specialize in the smaller cars that had been covered by the last round of rebates generally were unimpressed by the 12.8-percent program.

Others, like Harry Hollywood, president of Harry Hollywood Cadillac, Miami, reported that rebates on Seville and Cimarron—his top sellers—had already bled the market.

Del Richardson, vice president of Tom Naquin Chevrolet-DeLorean, Elkhart, Ind., said the 12.8-percent plan has been "no significant help."

Like several Chrysler Corp. dealers surveyed, Richardson explained that rebates worked better for his clientele.

Seventy percent used the rebates for downpayments. For many of those buyers, the rebate made the difference in whether they could qualify for a loan. But the other 30 percent of Naquin Chevrolet's customers in recession-hit Elkhart took the cash.

Perhaps this wasn't the most sophisticated thing to do, Richardson said, but the low-interest plan's savings of $900 or so over four years doesn't seem to have the impact of instant cash.

• Chrysler Corp. dealers reported business had slowed down in mid-April, when their free-maintenance/extended-warranty package was introduced. But many were loathe to knock the incentive.

Some theorized that Easter, tax time and bad weather conspired against sales. Others thought customers were confused by the variety of factory incentives. Others said Chrysler's plan didn't convey a sense of urgency to would-be customers to buy.

"There's a lot of enthusiasm for the idea of the new warranty and extra protection, but the customers aren't coming in as fast as they were," reported Lewis H. Goodman, president of Lewis Goodman (Chrysler-Plymouth), Syracuse.

"Customers have been pretty impressed by it, but I don't think it's going to draw them in," agreed Russell Macey Jr., general sales manager at Tate Dodge of Annapolis (Md.).

Chrysler dealers agreed the incentive is a bargain for customers. Many dealers welcomed

Continued on Page 4, Col. 1

Financial pressures on industry seen continuing

Auto czar expects late-year gains

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — The outlook for domestic new-car sales for the second quarter offers "little or no improvement," but the production outlook for the third and fourth quarters "shows promise."

This comes from the first Congressional testimony of Michael Driggs, the new coordinator of auto industry policy for the Reagan Administration.

Driggs, now on board as deputy assistant secretary for the Commerce Department, noted the "dismal 4.2 million unit annual rate" for the first quarter and said the second-quarter production is scheduled for only 5.8 million units — the lowest since 1961.

The output for the first 9 months of 1982 is predicted to trail that of 1981's comparable period by 16 percent.

Although production planning for the fourth quarter is "rather nebulous" and dependent on a reasonably strong economic recovery, Driggs projected an annual rate of 8 million units — making full-year production virtually the same as last year's 6.25 million units.

Driggs told the House Banking subcommittee chaired by Michigan Rep. James Blanchard, the truck outlook is somewhat more encouraging — an increase of 300,000 or 18 percent over last year and perhaps more if there is further improvement in the second quarter.

Even though 1982 will be a "slightly better year" for the industry than last year, Driggs said, he warned that higher production "will only partially alleviate financial pressures" and 1982 will likely be another year of negative cash flow. If so, then the industry's "financial resilience will be further weakened."

Even so, he said, 1982 might be a "turning point" so that if the economy improves, the companies can start to stabilize their finances and improve their competitive position.

Driggs repeated the Administration's position that its job is to reduce inflation, foster growth that generates new job opportunities and remove impediments; the rest is up to management and labor within the auto industry itself.

This includes the enacted tax package and regulatory relief (the only remaining major relief measure to be done—heavy-duty truck emissions estimated to save the industry about $100 million—is expected this summer).

Driggs reaffirmed the Administration's support of the leasing provisions whereby firms can trade tax credits, and the return of auto emission standards to 1980 levels, saving consumers between $100 and $300 per car and perhaps one MPG.

But Driggs repeated the Administration's opposition to setting local content requirements on cars and imposing import quotas.

"These proposals are well intentioned," he said, "but we believe they will harm the domestic industry in the long term."

• While complimenting the industry on its successful and expensive turnaround to more fuel-efficient vehicles, Driggs noted this was made possible only by higher debt and eroding working capital.

"Between 1978 and 1981, long-term debt of the companies increased from $3.4 billion to $9.1

Continued on Page 39, Col. 5

World Congress to be opened by GM's McDonald

F. James McDonald, president of General Motors, will keynote the seventh annual Automotive News World Congress.

The World Congress will be held Aug. 22-25 in Detroit's Westin Hotel, in tandem with the Automotive News World Expo, scheduled Aug. 24-27 in nearby Cobo Hall.

F. James McDonald

McDonald is expected to deliver a "state of the industry" report to those attending the Sunday night opening of the 3½-day affair.

Used-car rule nears oblivion

By Miles Moore
Washington Staff Writer

WASHINGTON. — The FTC's proposed used-car rule took a step closer to oblivion last week as the House Commerce, Transportation and Tourism subcommittee voted 6-4 to approve a resolution to veto the measure.

The resolution now goes to the full Energy and Commerce Committee, which currently is embroiled in deliberations on the Clean Air Act. Rep. James J. Florio, New Jersey Democrat and chairman of the subcommittee, said he hoped the full committee would act on the resolution this week.

Florio said he was "committed" to bringing the veto resolution before the full committee despite his opposition to it.

In his opening statement, Florio said the FTC used-car rule would provide consumers with two things: A written statement of the warranty on a used car, and a written statement of any potential defects in the car of which the dealer knows.

"It is, plain and simple, a disclosure rule," he said. "Despite the rhetoric and tortured logic

Continued on Page 39, Col. 4

breaking news

GM gives in to UAW on bonus plan

DETROIT. — After a daylong confrontation between top officials of General Motors and the UAW, GM announced that it would not put its proposed liberalized bonus plan into effect for the life of the renegotiated UAW contract, even if stockholders approve the plan May 21. The decision was announced after angry auto workers had urged a one-day protest strike and after 11 hours of company-union talks. Earlier story on Page 6.

New rebates, incentives on Dodge truck

HIGHLAND PARK, Mich.—Dodge is offering April 23-June 6 rebates of $300 on '82 Rampage and Ram Miser pickups; $500 on '81/'82 domestic pickups, excluding Royal SE, which gets $750; $1,000 on '81/'82 Royal SE wagons, and $2,000 on Ramcharger. Previous April 11-22 buyers get a "goodwill bonus" of half these amounts, plus vouchers equal

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